MAY 24, 1948

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio ... Television

TELECASTI...

MIAMI UNIV LIBRARY
OXFORD OHIO

RECEIVED
MAY 24 1948
MIAMI UNIVERSITY

how to work up a long

thirst

ADVERTISERS, AGENCYMEN, anyone who has a hand in the sale and advertising of tea, coffee or other beverages: may WOR offer you some sober thoughts on summer drinking?

Every summer, WOR is greatly responsible for the kind of quencher that slakes the thirst of some 34,057,161 people. If WOR recommends it, people in 18 States drink it.

For instance: a soft drink company bought a WOR show. Largely through 13 broadcasts, the company's dealers increased from 5,000 to 50,000. Business rose over 100%.

More? A coffee company jumped from 20th to 8th place in brand coffee sales in the metropolitan area, largely through a WOR program. NOW THEN, GENTLEMEN: we love coffee, we love tea, we love *any* beverage. We'd love to sell the 17,084,472 women in our area on filling tall glasses with yours. In other words, WOR, with the largest single-station audience in America, can wrap up the world's richest market for you. We can do it fast; we can do it for as little as—well, the price of a pot of tea, almost.

wor

heard by the most people where the most people are

mutual

XUM

"My customers know the WLS folks"

. . . CLIFFORD KLIEBENSTEIN

GROCER

MINERAL POINT, WIS.

Campton's Grocery, largest independent food store in Mineral Point, Wisconsin, is managed by Clifford Kliebenstein, son-in-law of the store's founder. Like other progressive merchants of the midwest, Mr. Kliebenstein recognizes the value of advertising—and is particularly impressed by the popularity of WLS in his community.

With daily deliveries, many orders come in by telephone—brand names specified. That's why this neat store is well stocked with *advertised* brands. For instance, WLS "Feature Foods" products receive prominent display.

Mineral Point, 188 miles from Chicago, is the largest town in Iowa County, although its population is only 2,275. Thus, Iowa County is 100% rural. WLS has a large loyal following, as shown by BMB—84% day, 77% night. Last year, WLS received 2,396 letters from Iowa County —53% response!

It's a rich county, too: effective buying income of 12¾ million dollars, retail sales almost nine million (1946). Yet this is only one of 567 counties in the WLS-BMB daytime area where 2½ million families listen to WLS.

For 24 years, WLS microphones have been focused on these families. We have learned to know their radio needs and wants, through their million letters a year to us, and through thousands of personal contacts. Thus, we are able to give them the entertainment and service *they want*. That's why they are such loyal listeners to WLS . . . why we get sound advertising results.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

890 Kilocycles
50,000 Watts
ABC Affiliate
Represented by
JOHN BLAIR & CO.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX... KTUC, TUCSON... KSUN, BISBEE-LOWELL-DOUGLAS

Publi

XUM

TOP *Advertisers look for* TOP *Performance*

The list of WCAU's clients . . . both local and national advertisers . . . reads like a Who's Who among the best names in advertising. They *know* the surest–quickest way to get results is to broadcast on WCAU . . . the Philadelphia Station with the largest listening audience.* You too can enjoy the advantages of TOP PERFORMANCE.

"Umbrella Coverage"

*BMB
Hooper
Pulse

WCAU

50,000 WATTS · CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

. The Philadelphia Bulletin Station

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

ANNOUNCEMENT that Sidney Strotz, newly-appointed administrative vice president of NBC in charge of television, will divide time between New York and Hollywood is more imagined than real, according to NBC insiders. Mr. Strotz, who takes over these functions from Executive Vice President Frank E. Mullen, when latter becomes president of G. A. Richards stations July 1 [BROADCASTING, May 10, 17], will find that activities at New York headquarters will consume bulk of his time, associates predict.

WITH wholesale network switching scheduled in Atlanta either in June or September, plans understood underway for formation of one and possibly two new Georgia state groups, to be sold on package basis. CBS moves from WGST to WAGE and MBS from WATL to WGST. Presumably one of new groups would spring from Woodruff-operated WATL.

ANOTHER denial follows report rampant again that NBC is purchasing KMPC Hollywood as replacement for Anthony-owned KFI. Report stemmed from appointment of NBC Executive Vice President Frank Mullen to presidency of G. A. Richards stations which include KMPC. Negotiations several months ago reportedly broke down on price, with Mr. Richards purportedly asking $4,000,000. NBC subsequently renewed for two years with KFI.

NEXT CHANGE in NAB by-laws likely to allow election of district directors by mail referendum. Present plan provides mail nominations with elections at district meetings, nominations also being permitted from floor.

CLINGING tenaciously to thesis that all music should be cleared at source, NAB board at post-convention meeting in Los Angeles last Wednesday reviewed current moves of certain copyright groups, notably SESAC, which evidently would preclude such clearance. SESAC has been clearing at source but has indicated it won't renew method in dealings later this year with networks.

WITH new Standards of Practice to become effective July 1 by NAB Convention subsequent board mandate, NAB President Justin Miller will hit sawdust trail at upcoming series of 17 district meetings, beginning in July, to encourage voluntary observance of new regulatory plan.

HOLLYWOOD was alive with reports during NAB Convention last week of negotiations by motion picture companies, large and small, looking toward station acquisition. As always,

(Continued on page 106)

Upcoming

May 24-27: Television Seminar, First International Public Relations Institute, American Public Relations Assn., American U., Washington.

May 25: Southern California Chapter of AAAA, spring convention, Ambassador Hotel, Los Angeles.

(Other Upcomings on page 72)

Bulletins

REP. GEORGE G. SADOWSKI (D-Mich.) Friday urged State Dept. to make full investigation of slaying in Greece of CBS Commentator George Polk (earlier story page 68). If State Dept. fails to act within reasonable time, he stated, "I will ask the House to appoint a special committee to investigate it."

DRIER, M'NAMARA GET AWARDS

ALEX DRIER, NBC Chicago and James C. McNamara, KLAC Hollywood, among those honored in Sigma Delta Chi's annual awards. Announcement Friday said Drier cited in radio newswriting category for Nov. 4, 1947 roundup on House Un-American Activities Committee; McNamara for reporting unexpected takeoff of Hughes flying boat.

WILLIAM A. McNABB, vice president, Campbell-Ewald Co., New York, appointed assistant to president and U. S. Tire account executive John A. Sidebotham, art department manager, named art director.

Business Briefly

BUS SPOTS ● American-Burlington Buslines Inc., has started spot campaign on 22 stations in Chicago and western areas. Agency, Grant Advertising Inc., Chicago.

$2,000,000 FOR COFFEE DRIVE ● Pan-American Coffee Conference voted $2,000,000 yearly advertising expenditure to promote coffee in U. S. Group used radio 1943-44-45.

ILLINOIS MEAT ON TV ● INITIAL commercial contract of WJZ-TV New York, ABC television outlet to go on the air Aug. 1, placed by B. Meier & Son Inc., New York, on behalf of Broadcast brand corned beef hash, product of Illinois Meat Co., Chicago. Firm will use three evening spots weekly 52 weeks, beginning Aug. 1.

STRAUS BUYS DAVEGA 40% INTEREST IN WMCA

PURCHASE by Nathan Straus, WMCA New York president and majority stockholder, of 40% interest in station formerly held by Davega Stores Corp. disclosed Friday. Resignation of Herman M. Stein, Davega president, as WMCA treasurer, and Charles Stark as vice president-general manager, announced concurrently.

Leon Goldstein, former vice president in charge of public service programming, becomes program director; Harry Solow, president of William Warren Agency, New York, new WMCA sales director, effective June 1. Mr. Stein bought into WMCA in 1944, when Mr. Straus bought station.

Tobey Charges Reiterated at Probe

CONTROVERSIAL and sometimes explosive hearing into television and FM matters by Senate Interstate Commerce Committee [BROADCASTING, May 17] recessed to "an indefinite date" late Friday with completion testimony by Paul A. deMars, Washington consulting engineer, and Prof. Edwin H. Armstrong, FM inventor.

Later hearings promised by Chairman Charles Tobey (R-N.H.) with possibility former FCC Chairman Paul Porter and K. A. Norton, Bureau of Standards, will be called on latter's testimony in 1944 FCC hearings.

Sen. Tobey repeated charge FCC made allocation decision completely on Mr. Norton's testimony as against "10 or 11" top authorities who disagreed. Sen. Tobey claimed to have seen "evidence" that a "present FCC official" had "deliberately changed records" in the '44 hearings, but couldn't remember who told him to do it.

Sen. Homer Capehart (R-Ind.) said Sen. Tobey's evidence should be made part of record and all parties in question should be called to testify. Sen. Tobey agreed.

Earlier, Mr. deMars cited instances of RCA "opposition" to FM. Just before 1940 hearings, he related, NBC Chief Engineer O. B. Hanson tried to persuade him to abandon elaborate presentation he was preparing and join NBC forces. His attention was called to certain defects in FM, so he attended demonstration in New York. He was not impressed, he said, and told NBC their equipment must be defective. Since that time, said Mr. deMars, he has never heard any more on subject.

Mr. deMars charged cross-examination he received in 1940 hearings from Frank A. Wozencraft, then RCA counsel, was "type of tactics which criminal lawyers use to discredit witnesses."

Way RCA undertook to protect "vested interests," he asserted, "is not the way honest and right-thinking people do things." Sen. Capehart injected possibility RCA was "protecting public interest" by being cautious.

Mr. deMars charged that Andrew Ring,

(Continued on page 106)

Chicks or Cosmetics

Map Corrected to Show Mail Response to 4/1/48

Both poultry raising and drug sales are big business in the Mid-America market covered by KCMO. Inside the measured ½ millivolt 213-county area you'll find over 5 million people . . . 54% rural, 46% urban. And with KCMO's 50,000 watts daytime *non-directional*, you can be sure of reaching both farmers and city dwellers. Proof? Note KCMO's mail response indicated by shaded areas on the map (407 counties in 6 states—plus 22 other states not shown). For *ONE Station* Coverage of Mid-America, center your selling on KCMO.

One Does It - in Mid-America!

50,000 Watts DAYTIME *Non-Directional*

10,000 Watts Night—*at 810 kc.*

ONE Station

ONE Set of call letters

ONE Spot on the dial

ONE Rate card

KCMO

KANSAS CITY, MISSOURI

Basic ABC Station for Mid-America

National Representative: John E. Pearson Co.

E

FFICIENCY!

● If you really think it through, you can't miss.

Spot Radio is the only radio you can use with maximum efficiency.

No extra markets — no skipped markets. Local shows or Hollywood names or participating spots — whichever is right for *you*.

And every station the right station — no weak sisters. You'll choose these stations when you think it through — and you can't miss.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

BALTIMORE — WBAL-TV
BUFFALO — WBEN-TV
LOS ANGELES — KFI-TV
MILWAUKEE — WTMJ-TV
M'P'L'S — ST. PAUL — KSTP-TV

EDWARD PETRY AND CO., INC.

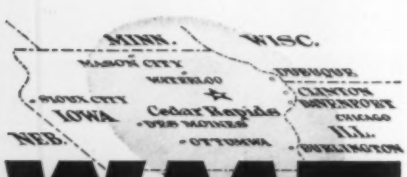
Any advertiser can — and most advertisers should — use Spot Radio

You needn't stoop to conquer VICTOR

(IOWA)

It's a small market, sure . . . but it's not beneath the biggest advertiser. It's one of the 1,059 towns that dot the WMT (BMB) map . . . prosperous and industrious towns whose total buying power adds up to important money.

WMT offers a sure way to reach VICTOR—and Eastern Iowa. Exclusive CBS outlet in the area, technically fine 600 kc frequency, well-listened-to local farm and news programs, all contribute to WMT's dominance in this important farm-and-industry market. Ask the Katz man for full details.



WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

INDEX:

GENERAL NEWS STORIES ..... PAGE 22
TELEVISION ..... PAGE 27

DEPARTMENTS:

Agencies	10
Allied Arts	70
Commercial	64
Editorial	56
FCC Actions	90
Management	60
Network Accounts	101
New Business	12
News	89
Our Respects to	56
Production	68
Programs	91
Promotion	100
Technical	92
Telestatus Report	14
Turntable	92

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Tyler Nourse, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan. Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD LEVI, *Manager*

David Ackerman, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355

EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HE*mpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

IN A BIG* WAY

"ERNIE" WEBBER

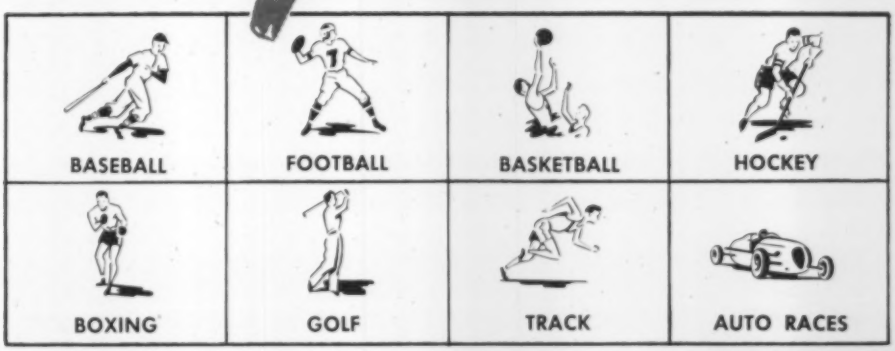
Local Sponsors Buy Local Shows on ***KOIL*** *in Omaha & Council Bluffs*

Ernie E. Webber, president of Webber Motors, distributor and dealer of Dodge and Plymouth Cars, Job-Rated Trucks and other lines has taken an unprecedented step — 100% sponsorship of all KOIL's sports programs.

Here at last is complete, year 'round sports coverage by *one* sponsor on *one* station—an expression of courage and faith between advertiser and broadcaster. It makes possible a tremendous public interest program series for a wide awake community. *This is real public service.*

WEBBER MOTORS' "Sportlog"

*$42,000.00 in time, talent and production.



. . . Plus many other sports events!

When looking for local programs in the Omaha area — look to KOIL. More advertisers use KOIL than any other station in Omaha and Council Bluffs.

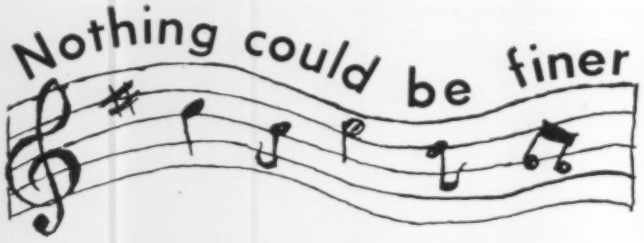
Ask for information on "The Umbrella Man," "Bing and Bob Time," "Name It and Play It"—or do you want a local show Tailor-Made for you? KOIL has the audience, the staff and the "know-how"! KOIL builds high Hooper local shows.

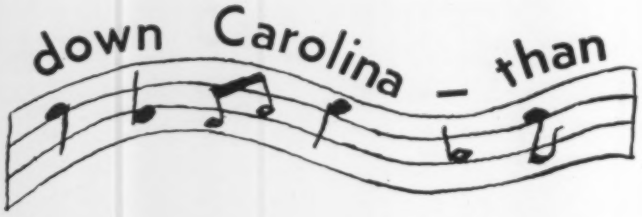
Bob Steelman, KOIL's sports director, is featured on the Webber Motors' Sportlog. Steelman with extensive sports experience has a large following of sports-minded listeners in the KOIL area.

KOIL

BASIC ABC • 5000 WATTS

REPRESENTED BY EDWARD PETRY & COMPANY





the Station that is bringing ABC programs to 100,000 radio families for the first time.

RADIO RALEIGH

WNAO

5000 Watts • ABC

Broadcasting Service of
The News and Observer

CALL AVERY-KNODEL TODAY!

Agencies

GEORGE F. HAMILTON, former account executive with Kenyon & Eckhardt, joins Young & Rubicam, both of New York, as account executive for General Foods Corp.

BILL McILVAIN, former timebuyer in Chicago office of Leo Burnett Co. Inc., placed in charge of agency's radio and television activities in New York; transferred early this spring. **MacLEAN CHANDLER** succeeded Mr. McIlvain as timebuyer and assistant to **BILL WEDDELL**, vice president in charge of radio.

MILTON CLASEN, formerly of accounting department of Foote, Cone & Belding, Los Angeles, and **BILL STEWART**, of agency's media department, named assistants to **ARNOLD MAGUIRE**, FC&B West Coast television head, in line with firm's expanding TV operations.

TOD REED, vice president of Ruthrauff & Ryan, New York, appointed manager of agency's Detroit office. He joined R&R in 1938, and was made vice president in 1943.

GEORGE L. De BEER, who recently joined Foote, Cone & Belding, Chicago, from Bauer & Black [BROADCASTING, May 3], named account executive on Toni Creme Shampoo.

JILL WARREN, publicity and promotion director of Newell-Emmett Co., New York, in charge of promotion on Chesterfields account, resigns effective June 4. No successor named. Marks second resignation at Newell-Emmett within past two weeks when **LARRY BRUFF**, account executive on Chesterfield account, resigned to join Liggett & Myers as head of television and radio department.

JOHN M. McDONALD and **LEON MORGAN** elected vice president and treasurer, respectively, Buchen Co., Chicago. Both are account executives as well as acting in managerial capacities. Mr. McDonald joined Buchen in 1923 and Mr. Morgan has been with agency for 11 years.

Mr. McDonald

Mr. Morgan

DAVID G. McANENY, freelance commercial writer and producer, and formerly in radio department of Buchanan Adv., New York, joins Cecil & Presbrey, New York, as member of television and radio departments.

BOB HEMMINGS, account executive, Burroughs Inc., Los Angeles, appointed president of Junior Advertising Club of Los Angeles.

LAURA ELLSWORTH CARSON, vice president and director of Federal Adv. Agency, New York, announces her retirement from advertising agency business.

MERRITT PETE W. BARNUM, vice president and co-director of radio, Ruthrauff & Ryan, New York, resigns; moving to California. Future plans not announced.

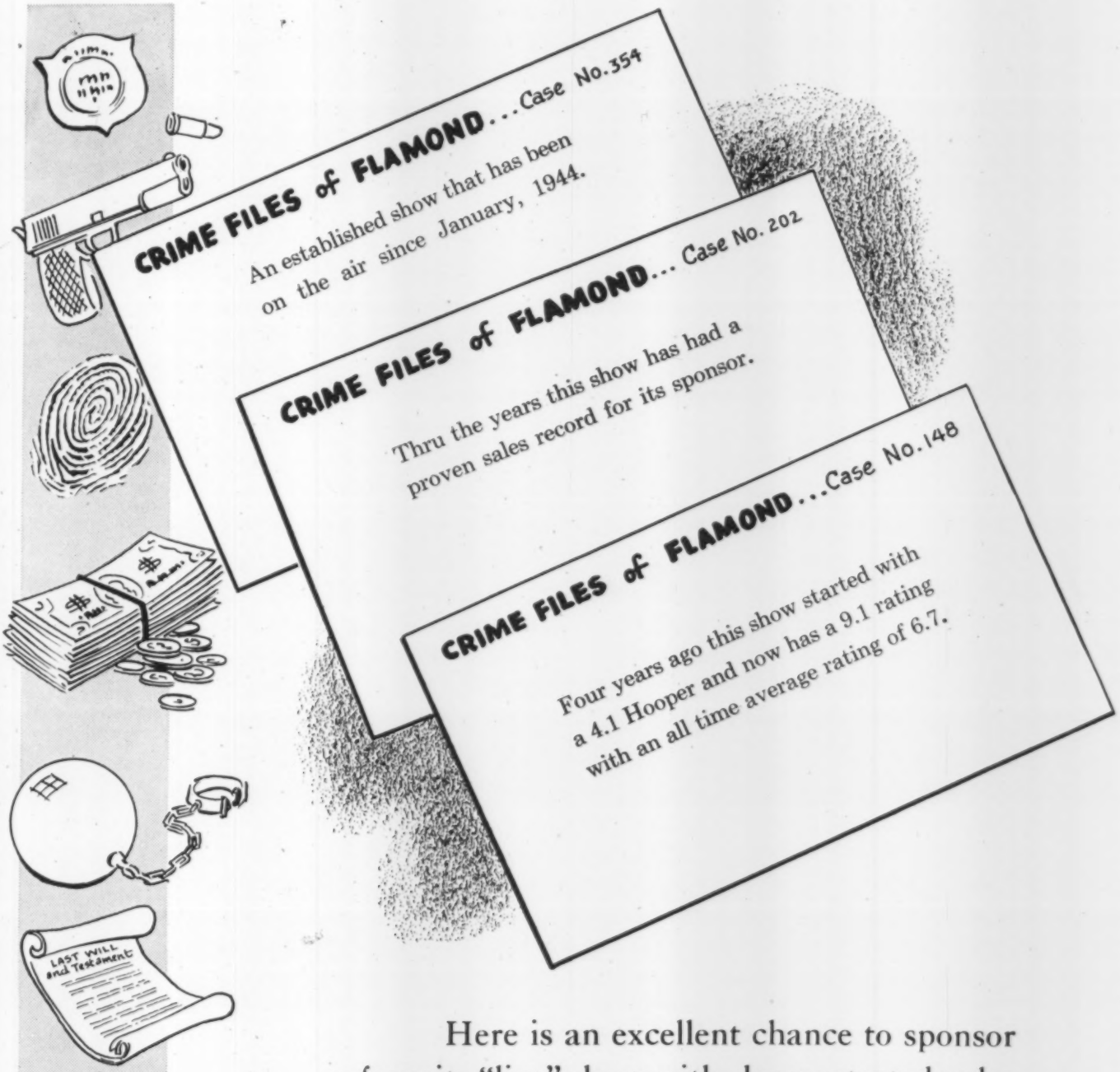
NORMAN JAY, former secretary and account executive of Raymond Spector Co., New York, named president of Shaw Assoc., New York.

LESTER JAY, former freelance radio producer, joins J. M. Straus & Co., Los Angeles, as head of radio department.

DALE ROBBINS appointed copy chief of Bermingham, Castleman & Pierce, New York.

ABBOTT KIMBALL Co. of California, with West Coast offices in Los Angeles and San Francisco, and **DUNN-FENWICK & Co.**, Los Angeles, have merged under former name. New quarters to be established in Los Angeles; San Francisco office remains at present address, 155 Sansome St. Personnel of both agencies retained. New officers: **ABBOTT KIMBALL**, chairman of board; **HOWARD EHRLICH**, president; **LLOYD W. DUNN**, executive vice president; **DAVID R. FENWICK**, vice president and treasurer; **JERRY NOVORR**, vice president and director;

(Continued on page 103)


CRIME FILES of FLAMOND... Case No. 354
An established show that has been on the air since January, 1944.
CRIME FILES of FLAMOND... Case No. 202
Thru the years this show has had a proven sales record for its sponsor.
CRIME FILES of FLAMOND... Case No. 148
Four years ago this show started with a 4.1 Hooper and now has a 9.1 rating with an all time average rating of 6.7.
LAST WILL and Testament

Here is an excellent chance to sponsor a favorite "live" show with demonstrated sales impact on Chicago's best known radio station.

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

MEMO TO TIME BUYERS

WWSC ENJOYS THE HIGHEST LISTENER RATING IN THE THIRD RICHEST COMMUNITY IN THE UNITED STATES.

● **Yes, in this wealthy New York market of 101,892 population with estimated retail sales exceeding $89,000,000, WWSC enjoys a 35.7 over-all Conlan rating, highest of any station in the area. (See Survey Below).**

● **Rich in trade and tradition, Glens Falls in Warren County is second only to New York County in per capita sales in the Empire State and the 3rd richest community in the U. S.**

CONLAN RADIO REPORT Feb. 2-6, 1948

Basic Calls	Morning 1791	Afternoon 2760	Evening 1753	Total 6304
Distribution of Listening Homes				
Station WWSC	**35.6**	**42.7**	**29.7**	**35.7**
Station B—Local	32.2	21.5	25.4	25.6
Station C—Clear Channel	27.3	30.6	37.6	32.7
Others—(Albany and N. Y.)	4.9	5.2	7.3	6.0

● **Here, Mr. Timebuyer, is one of the Best test markets in the country. Certainly, you will not want to overlook so inviting a medium as WWSC in your hard-hitting radio campaigns.**

Our rate is right for result-producing schedules. We'd like to tell you more. Say when!

WWSC

A MUTUAL STATION

Glens Falls, N. Y.

Lorenzen & Thompson, Inc., Nat'l Reps.

New Business

THE TEXAS Co. June 8 begins *Texaco Star Theatre* on seven-station NBC East Coast television network, Tuesdays, 8-9 p.m. Show uses old-time vaudeville format. Kudner Agency, New York, handles account.

BREWING CORP. OF AMERICA, Cleveland, currently using "interim" radio campaign during month of May, mostly on behalf of its Red Cap Ale and Black Label Beer. Campaign covers 85 stations in 37 markets and calls primarily for 10 to 25 transcribed spots per week on each station. Sports programs also being aired in New York, Pittsburgh, and Grand Rapids, Mich. Agency: Leo Burnett Co., Chicago.

ALLSTATE INSURANCE Co., Chicago, subsidiary of Sears, Roebuck & Co., appoints Goodkind, Joice & Morgan Inc., Chicago and Hollywood, to handle its advertising. Radio will be used for campaign to begin in California later this month.

CHAMBERS DISTRIBUTING Co., Jersey City (gas ranges), appoints A. W. Lewin Co., Newark, N. J.; anticipates extensive radio, television campaigns. Currently using one participation spot weekly on *Dorothy and Dick*, WOR New York morning series.

GENERAL ELECTRIC Corp. signs with WEWS Cleveland, for sponsorship of 74 telecasts of home games of Cleveland Indians baseball games.

HOUSE OF OLD MOLINEAUX, Boston (wines), using spot campaign on following Yankee Network stations: WNAC Boston, WAAB Worcester, WONS Hartford, WEAN Providence. Agency: Hirshon-Garfield, Boston.

DIF Corp. (washing powder, hand cleaner), division of Magnus Chemical Corp., Garwood, N. J., which spends about $30,000 a year on radio advertising, appoints French & Preston Inc., New York. Norman Mack & Co., New York, is former agency. Dif currently uses spots three times a week on *Arthur Godfrey Show*, WCBS New York, and sponsors Sunday night news on WJZ New York.

RCA-VICTOR Distributing Corp. renews for 13 weeks *Junior Jamboree*, daily children's show on WBKB (TV) Chicago.

ANALAGRAPH Assoc., New York agent for Mutual Benefit Life Insurance of New Jersey, launching month test campaign on television with spots on WABD New York May 24 [BROADCASTING, May 10]. Other spots to follow on WCBS-TV New York and WATV Newark, N. J.

METROPOLITAN ICE Co., of Boston appoints Ruthrauff & Ryan, New York, to handle advertising of Orange-Crush and Old Colony Beverages. Firm is new bottler for these products in Boston area. R & R already handles Orange-Crush and Old Colony nationally.

STEWART-WARNER Corp. releasing second series of *Sports Yarns*, 81 transcribed shows developed by its Alemite Div. for use by Alemite dealers. First series was sponsored over 107 stations on cooperative basis, with S-W offering program free to dealers willing to pay time rate.

F. & M. SCHAEFER BREWING Co., New York, to sponsor New York Giants professional football games over WHN New York next season. BBDO, New York, is agency.

DuMONT TELEVISION Dealers in Philadelphia signed for 3½ hours weekly sponsorship of *Philadelphia Inquirer Television Newsreel* on WFIL-TV Philadelphia. Contract, for 26 weeks, placed by Buchanan & Co., New York.

MOTHER'S CAKE & COOKIE Co., Oakland, Calif., appoints Jewell Adv., same city, to handle advertising. Radio to be used.

COFFETTE PRODUCTS Inc., Brooklyn (shampoo), named Dinion & Dubrownin Inc., New York. Radio on regional and probably national basis to be used.

SINCLAIR OIL Co. Dealers of Raleigh, N. C., signed with WRAL Raleigh, for 26 weeks, Mon., Wed., Fri., 7:45-8 a.m. newscasts on co-op

(*Continued on page 101*)

People in Boston and in Portland, Oregon, are noticing something new in the skyline this spring. They're looking at tall new towers . . steel pillars symbolizing a big step forward in Westinghouse service to the public and to advertisers.

In Boston, the new tower rises 650 feet over WBZ's ultra-modern Radio and Television Center . . serving, with TV and FM signals, more than 3,000,000 people within a 40-mile radius, including all of metropolitan Boston and far beyond.

In Portland, new towers reach skyward to beam KEX programs to listeners throughout all of populated Oregon and much of Washington.

KEX now gives advertisers, for the first time, single-station coverage of the huge Portland market-area.

Yes, big things are in progress at Westinghouse stations all across the land. In addition to these pace-setting developments in old Boston town and in the new Pacific Northwest, Westinghouse stations are staging other improvements in Philadelphia, in Pittsburgh, in Fort Wayne, and in Springfield, Mass. Advertisers . . local, spot, and national . . are finding these stations more effective than ever!

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW

NATIONAL REPRESENTATIVES, NBC SPOT SALES-EXCEPT FOR KEX • FOR KEX, FREE & PETERS

Telestatus Report

(REPORT 8)

MARCH OPERATION ANALYSIS

SEVENTEEN commercial television stations in March broadcast a combined total of 4,108 hours and 28 minutes of programs, announcements and test patterns, according to their replies to BROADCASTING's Telestatus questionnaire for that month. Detailed information was not available for two of the 19 commercial stations (WBAL-TV Baltimore and WLWT Cincinnati) operating in March, so the figure is somewhat under the industry total for the month. Even so it represents an increase of 29% over the 3,114 hours 33 minutes reported by 15 TV stations in February, indicating rapid expansion in video service.

The rate of expansion is commensurate with the increase in the number of television receivers in use, totaling 266,300 for the 11 cities reported on, an increase of 12.1% above the February reported total of 237,500 TV sets in 10 cities. The number of persons employed fulltime or chiefly in television at these stations mounted from 1051 in February to 1175 in March.

Analysis of the operating time shows 2,068 hours and 38 minutes devoted to programs, up 26.8% from the February total of 1,631 hours and 42 minutes; 53 hours and 34 minutes to announcements, up 47.4% from 36 hours 19 minutes in February; 1,896 hours 16 minutes to test patterns, up 31.1% from 1,446 hours 32 minutes in February.

Commercially, the total sponsored time in March was 763 hours and two minutes, scarcely topping the February total of 759 hours six minutes. Closer inspection shows the situation better than those figures indicate, however. Commercial program time increased from 648 hours 20 minutes in February to 702 hours 28 minutes in March, a gain of 8.4%, while sponsored announcements accounted for 26 hours four minutes in March, up 25.6% from the previous month's 20 hours 46 minutes. Sponsored test pattern time meanwhile decreased from 90 hours to 34½.

Adding the advertisers reported by the 17 stations gives a total of 402 video sponsors for March, which should be lowered a little to allow for network and spot accounts using more than one station. The total is slightly under the 415 reported for February. This does not seem to have much significance, however, as there is no noticeable correlation between the number of sponsors and the amount of sponsored time.

KTLA Los Angeles reported the most sponsors (41) for the month, but ranked fourth in the commercial time list. Its 67 hours and eight minutes of sponsored time were surpassed by WBKB Chicago, WWJ-TV Detroit and WPTZ Philadelphia.

VIDEO AIR TIME IN MARCH

	COMMERCIAL	SUSTAINING	TOTAL
Programs	702 -- 28	1366 -- 10	2068 -- 38
Announcement	26 -- 04	27 -- 30	53 -- 34
Test patterns	34 -- 30	1861 -- 46	1896 -- 16
Total	763 -- 02	3255 -- 26	4018 -- 28

* * *

TIME ANALYSIS FOR MARCH

STATION		COMMERCIAL PROG. HR.-MIN.	COMMERCIAL ANNCE. HR.-MIN.	COMMERCIAL TEST PAT. HR.-MIN.	SUSTAINING PROG. HR.-MIN.	SUSTAINING ANNCE. HR.-MIN.	SUSTAINING TEST PAT. HR.-MIN.
KTLA Los Angeles	Even.	39.10	2.25		55.55	0.39	10.49
	Dayt.	2.33		23.00	15.17		50.14
WMAL-TV Washington	Even.	33.15	1.57		84.45	1.13	19.20
	Dayt.		0.05		24.35	0.22	133.55
WNBW Washington	Even.	40.13	1.09		55.23	4.09	16.00
	Dayt.	2.00			35.22	0.20	163.34
WTTG Washington	Even.	34.00	3.20		107.00	1.37	
	Dayt.						44.00
WBKB Chicago	Even.	69.10	0.57		26.30	0.38	6.42
	Dayt.	23.00			2.40		4.54
WMAR-TV Baltimore		42.18	3.50		143.19	1.00	57.23
		(no day and night breakdown)					
WWJ-TV Detroit	Even.	45.20	1.45	6.00	56.10	0.50	30.00
	Dayt.	20.00	0.20	5.30	30.26	0.36	76.00
KSD-TV St. Louis	Even.	38.57	2.10		26.28	0.10	6.00
	Dayt.	4.24	0.05		26.08	0.10	8.12
WABD New York	Even.	35.40	2.10		80.49	2.19	1.45
	Dayt.				2.00		70.30
WCBS-TV New York	Even.	61.38	0.46		33.04		
	Dayt.	2.08			10.17		146.00
WNBT New York		27.03	0.35		81.07	6.23	198.59
		(no day and night breakdown)					
WRGB Schenectady	Even.	20.42	0.35		79.05	1.17	15.11
	Dayt.				13.07		39.10
WEWS Cleveland	Even.	0.36	0.13		50.55	2.17	17.30
	Dayt.	1.54	0.07		43.04	1.40	19.41
WCAU-TV Philadelphia	Even.		0.22		40.30		58.00
	Dayt.		0.02		12.30		174.00
WFIL-TV Philadelphia	Even.	53.20	1.30		69.40	1.00	5.25
	Dayt.		0.02		10.05		215.45
WPTZ Philadelphia	Even.	55.00	0.30		45.00	0.25	
	Dayt.	20.00	0.05		40.00	0.25	195.00
WTMJ-TV Milwaukee	Even.	27.39	0.55		23.58		
	Dayt.	2.28	0.09		41.01		77.47

NUMBER OF EMPLOYES AND HOURS OF OPERATION IN MARCH

STATION	EMPLOYES	HOURS AND MIN. OF OPERATION
KTLA	40	200 -- 02
WMAL-TV	50	299 -- 27
WNBW	42	318 -- 10
WTTG	29	189 -- 57
WBKB	85	134 -- 31
WMAR-TV	68	247 -- 50
WWJ-TV	60	272 -- 57
KSD-TV	31	112 -- 44
WABD	110	195 -- 13
WCBS-TV	140	253 -- 53
WNBT	218	314 -- 07
WRGB	41	169 -- 07
WEWS	84	137 -- 57
WCAU-TV	31	285 -- 24
WFIL-TV	45	356 -- 47
WPTZ	76	356 -- 25
WTMJ-TV	25	173 -- 57
	1175	4018 -- 28

VIDEO STATION BUSINESS IN MARCH

STATION	CITY	NUMBER OF ADVERTISERS	COMMERCIAL TIME HOURS	MINUTES
KTLA	Los Angeles	41	67 --	08*
WMAL-TV	Washington	18	35 --	17
WNBW	Washington	29	43 --	22
WTTG	Washington	22	37 --	20
WBKB	Chicago	31	93 --	07
WMAR-TV	Baltimore	40	46 --	08
WWJ-TV	Detroit	23	78 --	55**
KSD-TV	St. Louis	16	45 --	36
WABD	New York	29	37 --	50
WCBS-TV	New York	16	64 --	32
WNBT	New York	22	27 --	38
WRGB	Schenectady	19	21 --	17
WEWS	Cleveland	5	2 --	50
WCAU-TV	Philadelphia	7	0 --	24
WFIL-TV	Philadelphia	25	54 --	52
WPTZ	Philadelphia	38	75 --	35
WTMJ-TV	Milwaukee	21	31 --	11

* Includes 23 hours of test patterns.
** Includes 11 hours, 30 minutes of test patterns.

CITIES WITH COMMERCIAL TELEVISION SERVICE IN MARCH

CITY	POPULATION	NUMBER OF VIDEO RECEIVERS IN HOMES	IN PUBLIC PLACES	TOTAL	COMMERCIAL TV STATIONS
Los Angeles	3,916,875	19,500	2,500	22,000	1
Washington	1,205,220	8,000	1,000	9,000	3
Chicago	4,644,640	12,100	3,500	15,600	1
Baltimore	1,306,040	5,400	1,100	6,500	2
Detroit	2,702,398	6,000	1,600	7,600	1
St. Louis	1,584,044	4,150	1,350	5,500	1
New York	12,684,411	152,500	12,500	165,000	3
Schenectady	431,575*	1,700	650	2,350	1
Cincinnati	789,309*	——	——	——	1
Cleveland	1,214,943*	2,300	900	3,200	1
Philadelphia	3,372,690	24,500	3,000	27,500	3
Milwaukee	790,336*	1,500	550	2,050	1

All population figures are census bureau metropolitan district data as of May 1947 except those asterisked*, which are 1940 metropolitan district census figures.

Deep South Reporting, Sir!

WSB and the Atlanta Journal are crowding on full steam ahead to complete facilities for Television down Georgia Way. Before the ducks come south again this great market will be available for tapping—via video. There's a ring around September on our calendar. WE'RE BUILDING PROGRAMS NOW!!

Photo of New Transmitter Building, Taken May 10, 1948.

Already we have:

1. R.C.A. Transmitter (complete and on the premises)
2. Field Camera Chain (2 cameras and all related equipment on hand and in operation)
3. Motion Picture Outfit (complete with fast developing)
4. Studio Facilities (rather crowded, but whose isn't?)
5. Trained Personnel (technical and program)
6. The best market in the South (trade papers please copy)
7. The support of one of America's great newspapers

We have on the way:

1. A 598-foot Antenna (engineering tests show good market coverage)
2. A 30' by 50' Television Studio (which may hold us for a while)
3. Complete studio camera facilities (2 cameras and **all** related equipment)
4. A fully equipped Mobile Unit (for remote jobs)
5. Complete 16mm film facilities (in stock and on order)
6. A zillion (according to our treasurer) gimmicks and gadgets we learned we needed **after** we got into TV

It Won't be Long, Now!!!

WSB-TV

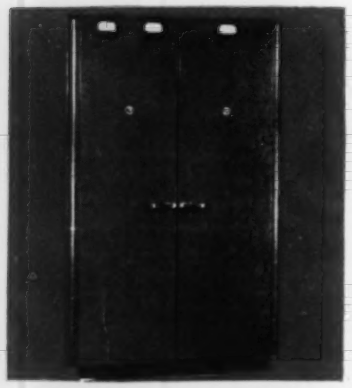
"The Eyes of the South"

ON PEACHTREE STREET

REPRESENTED NATIONALLY BY EDW. PETRY & COMPANY

Everything for TV

RCA EQUIPMENT CABINETS for small rack-mounting units, such as monoscope camera, studio line amplifiers for sound and picture, microwave relay receiver, test equipment, power supplies, etc.



RCA DUMMY LOAD. For testing and measuring power output. This unit consists of a coaxial line, the inner conductor of which is a water-cooled resistor.

You see here the transmitter room that is *being delivered to more than thirty television stations* . . . complete, and RCA throughout.

As practical, we believe, as an AM station transmitter room, this layout has the proper equipment you need to put high-quality picture-and-sound signals on the air—reliably, and with surprisingly little supervision. It includes: a combined 5-kw picture and 2.5-kw FM sound transmitter; a complete transmitter control console; a vestigial side-band filter; a dummy load; an antenna coupling network; sound-and-picture input antenna coupling network; sound-and-picture input amplifiers; and frequency and modulation monitors.

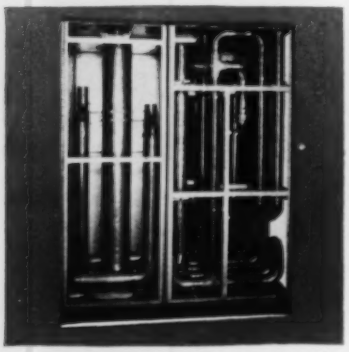
Why the overwhelming acceptance for this transmitter room . . . and all other RCA television equipment?

It's the *thoroughness* with which RCA TV equipment is designed. It's the *practical engineering* experience behind it—more of it than any other television equipment manufacturer. It's the *completeness of the line* . . . with one equipment source for everything you need in your station. It's the undivided *responsibility* RCA assumes for all equipment you buy. It's the unbroken *record of past performance and service* to the industry.

Nothing to planning a television station—when you let an RCA Television Specialist help you. Call him in. Or write Dept. 19EC, RCA Engineering Products Division, Camden, N. J.

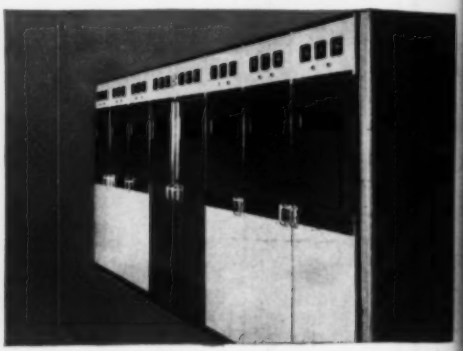
The One Source for Everything in TV—is RCA

L-F ANTENNA DIPLEXER (left) AND THE VESTIGIAL SIDE-BAND FILTER (right). Diplexer makes it practical to use one antenna for picture-and-sound signals. Side-band filter partially suppresses one sideband. No adjustments required.



RCA CONTROL CONSOLE for "push-button" control of your transmitter room. Handles both picture and sound transmitters, a turntable, and an announce microphone. Includes power switches, picture and sound monitors, switching circuits, antenna current meters—and an oscilloscope.

THE RCA 5-KW TV TRANSMITTER (plus 2.5 kw for FM sound). Full picture-and-sound power on your channel. High-level modulation. Meter-tuned, narrow-band drivers. Only one class B stage to adjust. No neutralizing of PA. Built for "walk-in." Delivery being made to more than 30 stations.



XUM

...entire transmitter rooms,

for instance—

COMPLETE TRANSMITTER ROOM — by RCA

More than 30 rooms like this one are going to television stations. The entire layout is designed to be used adjacent to your TV studio control room...or at a remote control location.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

AVAILABLE!

America's Most Interesting Radio Program

AMERICA'S

Town Meeting

OF THE AIR

What an opportunity—for an advertiser of the prestige type—to combine a powerful Public Relations campaign with an Effective Advertising promotion! Especially in the Nation's Capital!

The cost of this outstanding program is surprisingly moderate.

WMAL

5000 WATTS, 630 K.C.
BASIC ABC NETWORK
WASHINGTON, D. C.

Feature of the Week

MORGAN wasn't back at the old stand yesterday. His ABC television show for Admiral Corp. had folded like the Arab's tent, and as silently.

Though there was no official comment from even Comedian Henry Morgan's Cigar Store Indian, the reason for the 6:30-7 p.m. Sunday night TV show's cancellation seemed to be the usual Morgan-sponsor difficulty: Sponsor sensitivity about commercials.

The TV series started as nebulously as it ended—with a sneak preview on April 10, placed by the Robert J. Enders Washington agency on ABC-TV. The series originated in Philadelphia's WFIL-TV and was fed to WABD New York, WMAR Baltimore and WMAL-TV Washington.

The next week, April 17, Admiral bought the Morgan series on an eight week firm contract basis. For two weeks the program ran smoothly. Press notices were in the rave category.

Then May 1 the WFIL-TV engineers went out on strike. No program. On May 8 the strike was still on, and so were the pickets. Morgan refused to cross the picket line. Another Morgan appearance hit the dust, though the show went on with a replacement.

That's a sponsor (r) at the other end of Morgan's handshake. He's "Ol' Man Adler" of Adler Shoes, an erstwhile harassed sponsor on WJZ New York.

* * *

May 15 came with Morgan doing the show from WMAL-TV Washington. But this time Admiral chose a girl model to handle all the commercials. Morgan was said to be telestatically displeased.

So was the sponsor.

According to Mr. Morgan, if a sponsor buys Morgan, he buys his treatment of commercials in the package. If he can't do the commercials, he considers it a breach of contract. However, Admiral decided to breach the contract anyway, so the feeling seemed mutual.

And that's the full story of *The Henry Morgan Show?*

See ya around, Hank.

On All Accounts

DISTINGUISHED supervisor of one of the most distinguished shows on the air, Harold La Fetra Blackburn, BBDO (New York) radio account executive for E. I. duPont de Nemours Inc., has attended every Monday night performance of *Cavalcade of America* since its inception on Oct. 9, 1935.

The twin attributes of quality and consistency have been the keynotes of Mr. Blackburn's entire career. His consistency is manifest in the fact that he has spent all of his working life in a single occupation, advertising; his quality is reflected in the constant promotions that have been his reward in that field.

HAROLD

Mr. Blackburn entered the field as an office boy with J. Walter Thompson, but soon transferred his allegiance and his glue-pot to Barton, Durstine & Osborn, now Batten, Barton, Durstine & Osborn, where, in short order, he was promoted to more responsible duties in the production department. It was from that division that he was named supervisor on the duPont productions.

His subsequent rise toward his present rank was steady. Maurice Collette, vice president in charge of the duPont account, appointed him to be his general assistant. Mr. Blackburn handled the post so efficiently that he was promoted in May 1947 to account executive in charge of all of duPont's radio activities.

Born in Brooklyn on June 11, 1905, Mr. Blackburn now resides in his own home in Teaneck, N. J., with his wife, the former Alice Benton, and two children, Thomas and Ellen.

Aside from his duPont activities, Mr. Blackburn spends part of each Sunday teaching a Sunday School class at an Episcopal church. But he tempers that interest with a mundane love for poker — penny-ante, of course—in which he indulges as frequently as his tight schedule will allow. He confesses, however, that his favorite — and rarest—indulgence is "just plain sittin'."

5000 WATTS · DAY & NIGHT

Sells

● Consistently

● Profitably

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK · CHICAGO
SAN FRANCISCO · LOS ANGELES

A STEINMAN STATION

ABBOTT & COSTELLO • MINUTE

GROUCHO MARX • MINUTE

THE FAT MAN • CHAIN BREAK

WELCOME TRAVELER • MINUTE

AMERICA'S TOWN MEETING • CHAIN BREAK

FAMOUS JURY TRIALS • CHAIN BREAK

ROSS DOLAN • CHAIN BREAK

TOM BRENEMAN • MINUTE • CHAIN BREAK

The HOT SPOTS IN HAWAII ARE ON KULA

TED MALONE • MINUTE

GREEN HORNET • CHAIN BREAK

HENRY MORGAN • CHAIN BREAK

THEATRE GUILD • CHAIN BREAK

LINDA'S FIRST LOVE • MINUTE

THE SHERIFF • CHAIN BREAK

LADIES BE SEATED • MINUTE

MY TRUE STORY • MINUTE

DON McNEIL • MINUTE

KULA carries more network programs than any other radio station in Hawaii.

KULA

10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

this is GREATER MIAMI

Crowds are a vital part of the Greater Miami story. Crowds of new, year-round residents have made Miami's rate of permanent growth one of the highest in the nation. Crowds of shoppers last year spent an unprecedented $443,245,000*, giving Miami the highest per capita sales figure in the south. In 1947, too, crowds of tourists spent more than a quarter billion dollars here, and crowds of workers earned a like amount in payrolls from Miami's rapidly expanding year-round industry and commerce.

***Sales Mgt. Survey, 1947.**

Crowds are an important part of THE WQAM STORY, too. The photograph above was taken during a recent visit to Miami of Dr. George W. Crane, WQAM commentator and Miami Herald columnist, when thousands jammed Miami's Bayfront Auditorium to pay for the privilege of hearing him in person. Yes, you can depend upon results every time, with the station whose clear signal covers all the rich trading areas of the *Greater* Miami market . . . WQAM,-- Miami's First Station.

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 34, No. 21 WASHINGTON, D. C., MAY 24, 1948 $7.00 A YEAR—25c A COPY

CODE ADOPTED

L. A. Sessions Set July 1 Effective Date

By J. FRANK BEATTY

BROADCASTERS—1,017 strong—left the 26th Annual NAB Convention and first Management Conference with a stiff Standards of Practice, effective July 1, and a much clearer idea of their future place in the nation's economic and social pattern.

Out of the successful two-day top-level conference at the Biltmore Hotel, Los Angeles, came these clear developments:

● Assurance by FCC Chairman Wayne Coy that private operation of broadcasting is here to stay.

● Indication that television will develop swiftly and take its place beside aural broadcasting as a powerful advertising and educational medium.

● Overwhelming industry support of the Standards of Practice as an ideal toward which operations should be aimed.

● Tipoff that TV management should check carefully all developments in the 485-890 mc band.

● Advice that AM management should prepare for eventual shift to FM transmission, but within a generation instead of the decade previously mentioned by FCC chairmen.

● Promise of keener intra-broadcast and inter-media competition, with weak sisters dying off.

● Personal triumph of Judge Miller, who carried the code through astonishingly mild opposition and drew almost unanimous praise for his leadership and fight on behalf of radio freedom.

● Assurance that the new code is a voluntary document ever subject to revision.

Code Top Agenda

As at Atlantic City last September, code discussion dominated the proceedings. The keyed-up group of a thousand delegates who crowded into the Biltmore Theatre meeting room Monday afternoon to take part in a hot debate instead merely heard a rather brief and mild discussion of a few disputed points.

Harold Fair, director of NAB program department; Judge Justin Miller, NAB president; Harold E. Fellows, general manager of WEEI Boston and First District director; John F. Meagher, manager KYSM Mankato, Minn., and 11th District director.

President Miller easily kept the meeting in hand (see story page 24). Then two days later he piloted the code through the board meeting.

The Standards apply to contracts in existence May 19. Their adoption climaxes a voluntary house-cleaning campaign started by the Chicago convention in 1946 and provides a voluntary set of commercial and program ethics toward which all stations should aspire.

The matter of code enforcement was left to a committee, to be named later. This committee will study means of encouraging adherence to the code along with ways of informing the public about the industry's new standards.

By promulgating the code, the

(Continued on page 22)

COY

Foresees Standards on High Band TV Soon

By RUFUS CRATER

FCC CHAIRMAN WAYNE COY made plain last week that the Commission expects to come out of its September television hearing [BROADCASTING, May 10] with standards for quickest possible use of video's high band—475-890 mc—"in whole or in part."

Mr. COY

Addressing the NAB Convention's Tuesday luncheon, he also confirmed—or at least did not allay—existing television broadcasters' fears that they may soon be called upon to give up more of their low-band space [CLOSED CIRCUIT, May 17], although he sharply disclaimed designs on any specific service.

He said the recent reallocation of TV Channel 1 (44-50 mc) to fixed and mobile services still leaves those operations with inadequate space, and warned that "I now know, and you may as well know, that the Commission will be looking for more space for these important services very shortly."

He interjected quickly that the delegates should not be misled by "irresponsible reports, printed or oral, that the Commission knows where such space can be found." He reiterated that FCC would go into its September hearing in upstairs video "without any prior determination of the issues involved."

The FCC chief, first practical broadcaster to hold the position, assured his listeners that "I know of no responsible person in the government, including members and staff of the FCC, who favors government operation of broadcasting.

Understands Radio's Service

"I am sure that the one unanimous decision that the members of the FCC could reach—and I think some of you appreciate the difficulty we face in reaching unanimous decisions—is that generally speaking, broadcasting in the U. S. operates in the public interest. The future of American radio must be planned and fashioned within the present formula of operation by private enterprise," he declared.

Mr. Coy was introduced by NAB President Justin Miller, who noted that he was a former member of the NAB board and praised him as one who showed "independent, unprejudiced judgment" and is "admirably qualified" to head the Commission.

Chairman Coy said he regarded it as "almost inevitable" that FM will "largely replace AM within a generation." He said he personally thought it would be a "red-letter day" for radio "when you broadcasters make up your mind that you can provide a superior aural service through the use of FM and when you direct your efforts to planning for that conversion."

He said he was "hopeful—and in fact I expect—that the time is not too far off when the major networks as well as the more youthful FM networks will provide facilities that will permit the demonstration of the high fidelity capabilities of FM."

He reiterated the "paramount importance of planning for the future to make our radio broad-

(Continued on page 78)

More Time

"I'M EXPECTING big things of you on the board," President Justin Miller of the NAB told Edward Breen, of KVFD Fort Dodge, Iowa, a director-elect, just after he had jockeyed the main code opponent into abject futility at the Monday Standards session. Mr. Breen, a lawyer who had been addressing "your honor" with obvious emphasis, had been briskly denied more than three minutes to address the convention under the rules of the meeting. "You'll have to give me more time at board meetings," Attorney Breen replied quickly.

Code Adopted

(*Continued from page 21*)

industry meets criticism from Congressional, regulatory and other sources.

Recognizing existence of long-term contracts, the board specified that in no case is application of the code to occur later than May 19, 1949.

General approval was noted among board members, management and engineers of the two-ply convention. The board directed that the Engineering Conference at the 1949 convention in Chicago be spread over three days instead of two, and be held in the final half of the week preceding the management conference, which remains at two days unless changed at a later date.

In putting the code into operation, NAB will place the matter at the head of the district and area meeting agendas. These meetings will start next July.

The July 1, 1948 enforcement date was selected to give time for printing of contracts and for contact with advertisers.

Non-Affiliates Committee

Move by non-affiliate stations to obtain two directors was denied by the board. As a compromise the board voted to set up a standing committee of non-affiliates. It proposed that chairmen of all standing committees attend at least one board meeting a year to keep acquainted with association affairs.

Adoption of the code came Wednesday during an all-day meeting at which the board carefully worked over details of the document, which has been studied, revised, kicked around and debated since the 1946 convention in Chicago.

Vote was 21 in favor, 1 opposed. The lone dissenting vote was cast by Edward Breen, KVFD Fort Dodge, Iowa, newly-elected director-at-large for small stations. Mr. Breen qualified his opposing vote by stating that he felt the Standards were generally good with the exception of advertising limitations. He said these would work a hardship on small stations.

A fiery code opponent since the Atlantic City convention last September, Mr. Breen joined in a relatively calm review of the Standards by board members. He indicated to his fellow directors that the Standards were less objectionable than he had felt originally. However, he still presented to the board his petition, signed by 309 members, asking a referendum on amendment of the by-laws to remove the board's code-promulgating powers.

Motion to approve the code, which had been previously promulgated last September at Atlantic City only to be rescinded two months later, was presented by Harold E. Fellows, WEEI Boston, District 1 director. Mr. Fellows has led the code-revision process through its early stages and carried the brunt of the pro-code debate at Atlantic City.

Three board members did not vote on the code. Harry J. Bannister, WWJ Detroit, was absent at the time the code vote was taken. He is director for District 8. George D. Coleman, WGBI Scranton, Pa., District 2, and Willard D. Egolf, WBCC Bethesda, Md., FMA director, did not attend the meeting.

Mr. Breen offered a motion to delete the commercial time limitations of the Standards. This failed 2 to 21, with Cal Smith, KFAC Los Angeles, new District 16 director, and Mr. Breen voting in favor.

Judge Miller asked Mr. Breen to study legal angles of his petition to amend the by-laws, since doubt had arisen about the status of the code should an industry referendum eliminate the board's code-writing powers. The board will take up the Breen petition at its next meeting, to be held next November after all NAB districts have met.

Enforcement Date

By setting July 1 as an enforcement date, the board provided stations with opportunity to acquaint advertisers with its provisions and arrange conformance.

The educational section which Judge Miller had inserted without specific language was referred to Michael R. Hanna, WHCU Ithaca, N. Y., District 2 director, for drafting during the noon recess of the board meeting. The board later adopted a resolution by Mr. Hanna to refer the drafting job to the NAB Education Standards Committee, whose membership includes educators outside the industry.

Main board change in the Standards is understood to have been urged by spokesmen for smaller stations and independents. It consisted of a significant one-word insertion in the time standards for advertising copy. This amended the paragraph forbidding double-spotting between programs (excepting service announcements) by making the ban apply only between commercial programs and not between commercial-sustaining or two sustaining programs.

Enforcement of the Standards—a delicate problem involving anti-trust angles—was handled by accepting Judge Miller's suggestion that a committee be named to study the subject. The board voted Judge Miller authority to name an exploratory committee to report back to the board on effective avenues of observance. This committee would go into the problem of encouraging industry adherence and advertiser cooperation.

The board adopted a resolution introduced by Mr. Hanna urging station managers to give more cov-

(*Continued on page 105*)

In This Issue . . .

(Complete Index on NAB Convention Activities on opposite page)

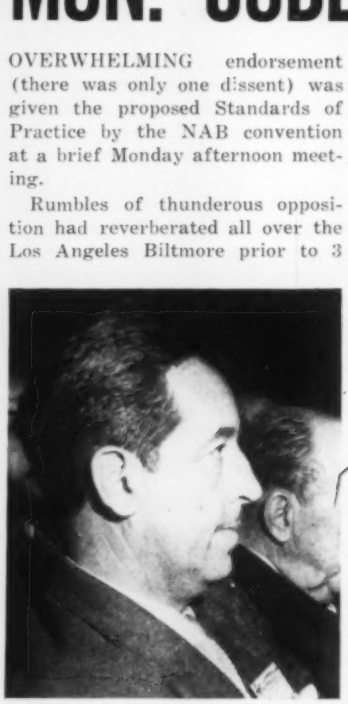
WTOP-KQW Transactions	27
Pepsi-Cola Shifts to Blow	32
Wis. Tower Fight With CAA Calms	32
Johnson Seeks FCC Clear Delay	74
MBS Directors, Officers Re-named	74
Joscelyn to Head KNX Operations	78
Kittner Promoted at FCC	80
WCAU-TV Philadelphia Starts	82
Bill on Liquor Ads Tabled	85
Democrats Battle With Don Lee Ends	87

MON. CODE SESSION

Only Breen Dissents

OVERWHELMING endorsement (there was only one dissent) was given the proposed Standards of Practice by the NAB convention at a brief Monday afternoon meeting.

Rumbles of thunderous opposition had reverberated all over the Los Angeles Biltmore prior to 3 p.m. An hour later a thousand delegates were leaving the convention hall in amazement. They were wondering how such pre-convention vigor could fade into on-the-scene anemia.



Edward Breen, president and general manager, KVFD Fort Dodge, Iowa, at code session.

The answer was obvious, as the code debate developed. First, the code was good for only one good convention fight, and that had taken place last September at Atlantic City. Second, so many of the changes desired by the opposition had been written into the document that it appeared generally acceptable. Third, feeling prevailed that failure to adopt a code would give the industry a black eye and court regulatory and legislative reprisals.

Edward Breen, KVFD Fort Dodge, Iowa. the director-elect who had rounded up 309 signers to a petition aimed at cancellation of the board's code-adopting powers, entered the meeting with blood in his eye as the champion of the opposition. A few minutes later he was a chastened delegate, a lawyer who had been crisply outmaneuvered by Judge Justin Miller, chairman of the meeting. He was the lone dissenter when a board vote was taken.

Mr. Breen faced an attentive audience as he obtained the floor shortly after debate started. "I represent 309 stations opposed to the code," he told Judge Miller as he requested more than the three minutes allotted each speaker to discuss his petition to the board asking an industry referendum. The referendum would call for a vote on a plan to amend the by-laws to remove the board's code-writing powers.

Judge Miller read a section from the by-laws requiring that petitions be submitted to the board 30 days in advance of a board meeting and ordered Mr. Breen to confine his remarks to specific code proposals. Mr. Breen asked a roll call on his bid for more time. Judge Miller called for a showing of hands, with 35 voting for more time and an overwhelming majority voting against.

Says NAB Tried to Mislead

Set back by this lack of floor support, Mr. Breen charged that the by-law provision on code adoption was adopted in 1946 at Chicago with a minimum vote. He charged NAB tried to mislead the membership on a by-laws referen-

(*Continued on page 85*)

'HORIZONS UNLIMITED'

Co-Roles of All Radio Cited

FAITH that sound broadcasting can live safely and profitably side-by-side with television, despite the appeal and speed of growth of the visual art, was professed without exception by advertiser, agency, and network representatives on the "Broadcasting Horizons Unlimited" panel at the NAB Convention Tuesday afternoon.

No one denied the prediction, advanced first during the discussion by Charles G. Mortimer, General Foods vice president in charge of marketing, that television's commercial development will not be at the expense of sound broadcasting any more than sound broadcasting's growth was at the expense of printed media.

"There will be plenty of place for just as many efficient media as can be brought forward," declared Mr. Mortimer, whose firm is currently sponsoring four evening and six daytime network shows plus its local and regional advertising and television shows on CBS, NBC, and Du Mont.

There was no apparent underestimation of TV. Mr. Mortimer, first speaker on the panel, paid tribute to its power of commercial penetration. He said surveys had showed the sponsor identification of six top television shows ranged from 84 to 68%.

Mark Woods, ABC president, felt that Mr. Mortimer "is so right." He saw "no essential clash" between sound broadcasting and television, although he thought video would become "the greatest medium of advertising, education, and entertainment that man has ever built."

Frank Stanton, CBS president, limited his discussion primarily to television but made it plain he expected sound broadcasting "to be here a long time," that sound will help pay for visual in television's formative years, and that "aural broadcasting will live very well alongside television."

Lewis Allen Weiss, Don Lee Broadcasting System vice president and general manager, concurred in "everything that's been said" about the effect of video on sound broadcasting. The new, he said, challenges the existing order to do a better job. He felt TV broadcasters would have to depend upon AM for financial support for "five years or more," and that would-be television broadcasters should not be allowed to forget this fact.

The panel consisted of Noran Kersta, NBC director of television operations; Frederic R. Gamble, president of the American Assn. of Advertising Agencies; Clair R. McCullough, president of WGAL and WGAL-FM Lancaster, Pa.; Everett L. Dillard, FM operator and president of the FM Assn. and the Continental FM Network, and H. J. Hoffman, president of Hoffman Manufacturing Corp., Los Angeles, in addition to Messrs. Mortimer, Woods, Stanton, and Weiss.

Mr. McCullough contended the future of FM and TV depend upon the distribution of FM and TV sets, respectively, and said that in surveys he had found only about 4% distribution of FM receivers in some communities. Something, he said, must be done about distribution if FM is to realize the promise that it will supplant AM.

Meanwhile, a question from the

(*Continued on page 84*)

Mr. STREIBERT

COVERAGE OF THE NAB CONVENTION IN THIS ISSUE

To facilitate location of the various stories on Los Angeles activities last week, the following page references are given:

SUNDAY

Celebration at Atwater Kent Estate 38

MONDAY

Miller Keynote Speech 24
Willard Address 24
Mortimer Talk at Luncheon 25
Doherty, Labor-Relations Panel 26
All-Radio Presentation Committee 25
Monday Code Session 22

TUESDAY

Baker Management Conference Talk 26
Streibert, Music Advisory Committee, Address 23
Haverlin Report on BMI 28
Wayne Coy Luncheon Address 21
'Horizons Unlimited' Panel 23
Resolution Adopted at 26th Annual Convention 28
Feltis, BMB, Talk 52
Annual Banquet 30
AWB Session 72

WEDNESDAY

Board Adopts Code 21
Results 13th Annual Broadcasting Golf Tourney 80

THURSDAY-FRIDAY

Miller Sees Good Start for Code 87
Engineering Conference 30

OTHER

Report on Equipment Exhibits 34
Hi Lites at Convention 88

ASCAP REPORT

Radio Pays 66%, Streibert Says

By DAVE GLICKMAN

REMINDING broadcasters that all industry contracts with ASCAP expire the end of next year, Theodore C. Streibert, president of WOR New York and chairman of NAB Music Advisory Committee, told delegates to the NAB Convention Tuesday morning that out of a total of about $10,700,000 gross income, broadcasting in 1947 paid to ASCAP $6,700,000 or 66% of the society's gross income.

Film industry was next with but 12%, Mr. Streibert said, pointing out that motion picture studios, through owned or financial interest in publishing houses, as a whole receive back from ASCAP at least as much and perhaps more than that industry paid into ASCAP.

"Thus it appears that radio revenue is ASCAP," he said. "We have never sufficiently capitalized on this position."

Relating the negotiations that have been going on with ASCAP for over a year Mr. Streibert said: "We were assured that no increase in the royalty percentage for the renewal period would be asked, and thus, the renewal would be automatic under terms of your contracts . . .

"When this assurance of no increase was given to us by ASCAP we were requested to negotiate on two subjects in connection with it. We have agreed and have been discussing these matters ever since."

Mr. Streibert said the first subject concerns per program license and therefore affects only per program licensees. "On the one hand, ASCAP has attempted to establish claims against stations which the stations have consistently refused to acknowledge because they are contrary to terms of the contract. On the other hand, ASCAP claims that broadcasters have, in a few limited instances, adopted program practices for the purpose of avoiding royalty payments under the contract. We believe this conflict can be worked out satisfactorily."

Co-op Problem

Second subject is important to all network affiliates and is on the way to solution, Mr. Streibert declared. "It concerns cooperative programs on which no payments are knowingly being accepted by ASCAP.

"ASCAP's contention is that these are network programs and should be paid at the source, in which case the network would in turn collect the 2¾% from affiliates.

"Broadcasters, on the other hand, recognize these as local programs because they are sold locally by each affiliate. A compromise is now being negotiated which in effect would recognize cooperative programs as a third class of programs with a royalty rate intermediate between the 2¾% paid by networks and the 2¼% paid by stations. A basis of settlement has been approved by your board of directors, and if we can get ASCAP's agreement, it will be fully discussed later in district and affiliate meetings."

Mr. Streibert cautioned broadcasters on switchover privileges from a blanket license to a per program license or vice versa. "Let me emphasize, as strongly as possible, so that not one can say he did not understand it, that your right under your ASCAP contract to change from one basis to the other expires with the expiration of the original term.

"The last opportunity you will have to change will be by giving notice to ASCAP 90 days before the anniversary which falls in 1949 of the commencement date of your contract. For those of your whose contract started in January, for example, the 90-day notice must be given no later than sometime during October of this

(*Continued on page 48*)

LIFE MEMBERSHIP in NAB was presented to Atwater Kent by NAB President Justin Miller during convention Fiesta at Kent estate. Participating were (l to r): FCC Comrs. Rosel H. Hyde and George E. Sterling; Judge Miller and Mr. Kent; FCC Chairman Wayne Coy, and Harry Maizlish, general manager of KFWB Los Angeles.

MILLER KEYNOTE

Opening Address at L. A.

BROADCASTERS as professional men are obligated to adopt standards of practice and that's the job of the 26th annual NAB Convention, President Justin Miller said in his keynote address at the opening Los Angeles session.

The alternative is government regulation or government operation, he warned.

Even before Judge Miller gave his code address, William B. Ryan, retiring NAB District 16 director and general manager of KFI Los Angeles, had tossed a bomb into the delegates' laps. After his routine greeting, Mr. Ryan blamed the industry's code troubles on absentee ownership.

"The reason you've come thousands of miles is to adopt a Code of Standards of Practice. I hope enough delegates believe in the American system to work under a code at some personal sacrifice. To fail means we refuse to sacrifice individually to advance the industry.

"I believe every broadcaster favors equitable standards of practice. Most of the opposition comes from those who do not personally supervise the operation of stations except to see profit and loss statements.

"If we weed out absentee owners, we will have unanimous adoption of Standards of Practice."

William J. Beaton, general manager of KWKW Pasadena and president of Southern California Broadcasters Assn., in greeting the convention invited the association to hold conventions in Los Angeles in the future. Mayor Fletcher Bowron, of Los Angeles, said the city has grown with radio. He, too, invited the convention to return.

Presiding at the opening session was Howard Lane, WJJD Chicago, chairman of the Board Convention Committee.

Judge Miller devoted his entire address to one point—laying background for code action. After reviewing the long process of code writing and explaining the need for care and danger of speed, he said broadcasters are assuming a professional status in adopting standards. No objection has been raised, he reminded, to the paragraph in the code creed stating the industry's public service obligations.

Defining the difference between professions and business, he said business generally savors of the horse trade whereas professional relations resemble the fiduciary relationship of parent and child.

He referred to the special skills required by broadcasters in comparing them with lawyers, doctors and other professions. Fear of "losing face" or admitting guilt in conceding the need for self-regulation is not justified, he explained, since every business and professional group is faced with the same problem. Those who refuse to admit the need are the most disreputable groups, he said, with those adhering to high standards enjoying the greatest prestige and going farthest in observance and enforcement.

Answers 'Coercion' Charge

As to charges that standards impose penal laws, Judge Miller said such laws are made to coerce persons at the bottom of the moral and intellectual scale of society whereas standards actually invite and stimulate cooperative effort, eliminating need for penal laws.

Failure in observance of codes does not make them valueless, he claimed, since some of the greatest compulsions and satisfactions come from striving for ideals.

Rules of sports and other games are accepted through sanction, he said, referring to them as the "professional spirit."

Judge Miller said penal and professional standards must not go beyond limits where the subject would be destroyed, and some standards beyond achievement would not receive support.

At that point he viciously attacked government agencies for enticing into the industry many stations that have become marginal operators who will have difficulty surviving on a high standard of performance.

Need Consideration

"These people are entitled to our sympathy and consideration," he said. Many of them were persuaded to apply for licenses by exaggerated estimates of broadcasters profits, which were issued from government sources. In fact, estimates which were released—indicating that one could build and operate a station upon a $10,000 or $12,000 outlay—constitute a cruel misrepresentation which, if it had come from private rather than from governmental sources, would probably have resulted in governmental prosecution.

"It is unreasonable to expect that these persons could voluntarily participate in a program of self-regulation and self-discipline which would destroy the possibility of their own successful operation. Indeed, if the normal curve of business failures occurs in broadcasting, a certain percentage of them will drop out anyway. Perhaps when that adjustment has taken

(*Continued on page 79*)

Silent No More

NONE but the strangely blind could have failed to realize, after a couple of days at the NAB convention, that "radio has been strangely silent." Flaming red signs proclaiming radio's past silence —a very un-silent promotion for the radio self-promotion campaign, whose new byword is "Radio Will No Longer Be Silent"—were set up everywhere — in convention rooms, corridors, exhibit quarters, lobbies and elevators. From bars to bathrooms none could miss 'em. Radio's most inspired phrase-turner —Vic Ratner, CBS vice president in charge of advertising and promotion—is its author.

'CONTROL COSTS'

Willard Stresses Finance

BROADCASTERS must increase revenues and control costs if they are to be economically sound and socially useful, A. D. Willard, NAB executive vice president, told the Los Angeles NAB convention Monday morning. He described in detail some of NAB's services to the industry, supplementing the general policy level talk by President Justin Miller.

Problems facing broadcasters at the moment, he said, include:

● Tremendous increase in number of stations with effect on audience and advertising dollars.

● Heavy expense in technological developments.

● Continually rising operating costs, faster than the increase in advertising revenues; this in turn may hurt radio's position as the "lowest cost-per-thousand medium."

Two things must be done, Mr. Willard said: Revenues must be increased; costs must be controlled.

Referring to the increase in the amount of sustaining time, as shown in a study by Dr. Kenneth Baker, NAB Research Dept. (see separate story on Dr. Baker's study, page 26), he took a "very dim view" of the trend and felt it should be "summarily corrected."

Mr. Willard told what the association is doing about these problems and what will be done in the future.

Three NAB departments — Broadcast Advertising, Research and Program—are attacking the issues, he said. Calling for support of the All-Radio Presentation (see separate story, page 25), he said that radio's story must be told forcefully to meet the promotion efforts of other media and to aid

(*Continued on page 80*)

ALL-RADIO DRIVE

Promotion Planned on Vast Scale

SUBSCRIPTIONS approaching $100,000 in their drive for $200,000 for an all-industry campaign to promote radio's sales effectiveness were reported by members of the All-Radio Presentation Committee last week after they sketched their plans to the NAB Convention Monday afternoon.

They had received subscriptions from some 101 stations even before they went before the convention with a resume of plans and a recorded narrative promising that, although "radio has been strangely silent" about its worth as an advertising medium, "radio will no longer be silent."

A 25-to-40 minute color film, with sound, designed to tell the story of radio's sales effectiveness, is expected to be ready for first showings around Jan. 1, 1949, according to Gordon Gray, vice president of WIP Philadelphia, subcommittee chairman.

Film will be shown to potential and present advertisers in all radio communities under the joint auspices of the local stations, and shorter editions will be made available to schools, civic groups and theatres.

Kick-off showing will be in New York at what was foreseen as "a major dinner" to be attended by "the top brass" of all major industrial fields. Similar showings will follow in Chicago, Detroit and Los Angeles. Enough prints will be available to permit any station to get one for local presentation "on reasonable notice."

Ivor Kenway, ABC vice president; Charles Hammond, NBC vice president; Victor Ratner, CBS vice president; Gordon Gray, assistant general manager, WIP Philadelphia; Eugene S. Thomas, sales manager, WOR New York; Herbert Krueger, commercial manager of WTAG Worcester.

* * *

The production is under the supervision of Victor M. Ratner, CBS vice president in charge of advertising and promotion, but will be subject to the approval of the full committee, representing all phases of the radio industry.

Offer Plan

Principals in the presentation of plans to the convention were: Eugene S. Thomas, WOR New York sales manager, who is chairman of the NAB sales managers executive committee; Mr. Gray; Charles P. Hammond, NBC vice president, and Herbert L. Krueger, WTAG Worcester commercial manager, who is finance chairman of the presentation committee.

Mr. Thomas noted that radio has failed to record its "miracles" of sales power and use them in self-promotion, that other media conduct aggressive campaigns to sell their own effectiveness, and that radio must create larger markets by selling all radio to all types of advertisers. Stations cannot be expected to prosper by "taking business from each other," he declared.

Mr. Gray told the delegates that "no previous promotion effort has had such cooperation from all parts of the industry." He said the kickoff dinner in New York will have as guests the representatives of "the top industries of the country—the Henry Fords, the Charles Wilsons, the people who are using radio and need to be further sold on it, and the people who are not using radio at all."

Mr. Hammond discussed the creative work involved in the production and pointed out that it is a combination of similar presentations which had been planned independently by the networks on one hand and the NAB on the other.

Mr. Krueger noted that 101 stations have "signed up" for contributions on the basis of a mail distribution of plans for the presentation, and called upon delegates to enter their own subscriptions before leaving the convention. They were assured that the increase in business built by the presentation would far more than counterbalance their investment in it.

PUBLIC SERVICE

Mortimer Discusses Work

LAUDING SUPPORT given by broadcasters to the Advertising Council's program, Charles G. Mortimer Jr., vice president in charge of marketing for General Foods Corp., and chairman of the Advertising Council, told NAB delegates at the kick-off luncheon on Monday that radio has reaped more benefits and realized more good, public relations-wise, from the Council's operations than any other phase of advertising.

Relating Council's wartime birth and its methods of operation and outlining work now being done, Mr. Mortimer said that when inquiries come as to what broadcasting is doing about a project "we at the Advertising Council can name names and give dates and programs. We know because the Council arranged for every one of those messages just as it does, with your cooperation, every day and every week and every month of the year."

Labeling his talk "Democracy's Newest Weapon," Mr. Mortimer told the delegates that "during 52 weeks of 1947, second year after the war, radio advertisers, networks and stations contributed, through the industry's peacetime radio allocation plan alone, major radio support to 15 top-priority public service campaigns, and gave valuable additional coverage to more than two dozen others."

At year's end, he revealed, estimated circulation gained for these campaigns in the public interest through the radio facilities administered by the Advertising Council reached a total of 14,523,020,000 listener-impressions.

Charles G. Mortimer, General Foods vice president; NAB President Justin Miller, and NBC President Niles Trammell.

Advertisers, networks and stations also contributed large amounts of time over and above the radio allocation plan to a number of miscellaneous projects in the public welfare, he added.

Pointing to a more recent campaign, Mr. Mortimer told how the Council was called upon last January to assist in urging the conservation of fuel oil. With time short, the Council turned to radio and the car card industry for emergency help.

The fuel conservation material was carried on more than 100 network and regional programs. Circulation ran over 300,000,000 listener-impressions. Networks scheduled these messages on sustainers and cooperatives daily. Television stations in New York produced impressive appeals to share the fuel oil. And the NAB in its weekly reports urged the conservation of material and asked stations to broadcast messages on the critical shortage wherever the local

(*Continued on page 79*)

LABOR PANEL

United Front Is Urged

LABOR RELATIONS as good public relations, a warning against the dangers of special talent fees, and support for joint negotiation of union contracts were stressed in an employe-employer relations panel discussion at NAB's Monday morning convention session.

The round-table review, "Unscrambling the Labor Jig-Saw Puzzle," also advised the delegates that individual broadcasters would be "foolish" not to take advantage of principles established in the recently completed negotiations between the networks and the American Federation of Musicians.

Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., conducted the panel after a speech in which he declared that "the broadcasting industry has reached the point where it is imperative that station management devote its primary attention to labor costs and to raising the volume of local radio advertising."

Panel participants were Joseph A. McDonald, ABC vice president and general attorney; William D. Pabst, general manager of KFRC San Francisco, and Arthur F. Harre, general manager of WJJD Chicago. Harold Essex, vice president and general manager of WSJS Winston-Salem, had been slated to take part but was unable to attend the convention.

Mr. Harre opposed the payment of talent fees as "pay within pay," declaring the system could extend from talent to other employes and adding that it is "a vicious principle which adds immensely to overhead." Mr. Doherty traced the possible growth of the special-fee system and, with particular reference to the threat it would pose to television, said it must be fought "to the last ditch."

Mr. Pabst contended broadcasters are "missing one of their best bets" in failing to get "their story" to the public through their own employes to counteract local pressure groups who oppose or find fault with radio. He urged managers to take their staff into confidence and explain what they and the industry are trying to do.

Mr. Harre went on record as "definitely" in favor of having all broadcasters in a given community negotiate jointly on union contracts. In addition to the pool of experience and ideas thus created, he pointed out, this method provides the strength of "a united front" in dealing with unions. Further, he added, it keeps stations in the community on relatively the "same labor status quo."

Mr. Doherty interjected that he could not understand why all broadcasters in a given city cannot at least exchange understandings from time to time. Their competition is for audience, not in the field of labor relations, he declared.

Answers Questions

To other questions raised by Mr. Doherty, the panel indicated its views that it is "good insurance" for non-union stations to establish wage scales comparable to those in union outlets. But it was felt that, whether a station has part union labor or none at all, the question of matching union scales should be approached "with good judgment" and with an eye on prevailing local conditions.

Mr. McDonald, reporting on the new AFM-network pact, regarded it as indicative of improving management-union relations throughout the industry.

The ABC executive also lauded Mr. Doherty for his activities in the employe-employer relations field.

Mr. Doherty advised the delegates that his department would start within a few months to issue special bulletins on the subject of controlling labor costs.

These costs today, he noted, represent 60-65% of all station operating expenses and absorb 45-50 cents out of every dollar of station revenue. Labor cost ratios, he said, can be reduced by two methods: (1) Increased revenues, involving such factors as programming, skillful salesmanship, station prestige, and possibly reduced rates; and (2) maximum efficiency in the use of man-power.

He advised delegates to appraise their individual operations carefully with an eye to minimizing such labor-cost factors as employe inefficiency, inefficient assignment or supervision of work, and over-staffing.

Mr. Doherty said higher card rates are feasible "in not a few cases" if "(A) the station is doing a bang-up job of programming; (B) the station is selling programs to the sponsors who are able to use radio to the best advantage; (C) the station has an aggressive and successful sales campaign which is cultivating an active list of local sponsors to the point that there is a waiting list among sponsors who want to go on the air."

Mr. DOHERTY

He suggested that managers compare their own costs and cost ratios with averages for the industry as made available by FCC and other sources; make employment standards "selective according to job requirements," give their management methods "an honest and thorough health check-up," and make sure that overlapping of jobs and wasting of time are eliminated.

Citing make-work practices of some unions, he said labor leaders must realize that "only as they cooperate toward the end that greater team efficiency is obtained can the wages of individual station employes be improved."

TALKING IT OVER are Howard Lane (l), vice president in charge of Marshall Field Stations; John Fetzer, owner of WKZO Kalamazoo; Frank Stanton, CBS president.

NEW ERA

Baker Says Advertising at Peak

RADIO management, entering a new era of general business competition, must develop new revenue sources to meet rising operating costs, Dr. Kenneth H. Baker, NAB Director of Research, told the NAB Management Conference Tuesday morning. He was introduced by Carl Burkland, CBS manager of Radio Sales, who presided.

Local advertising surpassed all other income sources last year, he said, ascribing the trend to the fact that local revenue had to be developed to keep new stations on the air. "There wasn't then and there isn't now enough national and network money to do it," he said.

As to expenses, Dr. Baker indicated an increase can be expected both in dollars and as a percent of income. He explained that salaries, wages and commissions, largest single expense item, is also showing the largest increase in operating costs.

Reviewing demise of stations, he said AM stations dropped out last year at the rate of three a month, FM two a month. This year, however, the rate has been six AM outlets and eight FM outlets a month. Early predictions of 2,000 AM operating stations by the end of 1948 appear high, he said, with only 1,650 now on the air.

FM authorizations are not developing as fast as expected, he continued, with slightly over 1,000 authorized and half on the air. This is far from the predicted 3,000 by 1948 yearend, he reminded, adding that only 123 FM stations have licenses. He felt at least another two years will pass before FM reaches the 3,000 mark.

Says Mark Not Typical

Opening of 58 FM stations in April, he said, was not typical of FM development. He said the weather factor in station construction, affecting tower and other building operations, was an important element. The FCC brought out a lot of interim processing operations in a bunch, and it stiffened its attitude on building delays. Of the 58 new April stations, he said, only five were licensees.

Enthusiasm for TV already has passed available equipment and channels, Dr. Baker declared, with 25 of the 97 authorizations having developed in the last three months. Two-hundred TV applications are pending, and only an occasional CP has been deleted.

The acceleration in AM and FM facilities is negative, he said, with the AM saturation point likely to be reached sooner than expected and at a lower level. Television should not threaten broadcasting, he felt, but "can hold a promise which the facts can well bear out."

Going into the increased number of stations, Dr. Baker said that while audiences are being "decimated," this need not constitute "a major catastrophe." Rather it should inspire stations to reestablish audiences. He remarked expenditures for listener promotion "are pitifully low," with stations spending about 2.4% of their net revenue on audience promotion in 1945 and less than that in 1946.

Multiple set ownership offers a chance for "opposite programming," he suggested, as well as "an increased sharpening of your

(*Continued on page 82*)

XUM

WTOP-KQW

CBS Sells 55% D. C.; Planning TV

A $1,325,000 stock realignment in which CBS gives up control of its 50-kw WTOP Washington to the *Washington Post* and acquires full ownership of 5-kw KQW San Francisco was announced last week, subject to FCC approval.

The *Post*, operator of WINX and WINX-FM Washington, purchased 55% interest in WTOP at a reported price of $900,000, which, it was understood, will be used for development of the Washington operation. Expansion into television will be undertaken jointly, with an application to be filed shortly for Channel 12 (204-210 mc) for construction of Washington's fifth video outlet.

In its relinquishment of control of WTOP, announced Monday, CBS cleared the way for purchase of the remaining 55% of KQW from Ralph R., Mott Q. and Dorothy M. Brunton in a transaction revealed a day later. The network, which paid $300,000 to the Bruntons for 45% of the KQW stock several months ago, was understood to have given $425,000 for the remainder.

Messrs. Stanton, Brunton and Herbert Akerberg, CBS v. p., confer.

* * *

CBS has long sought its own outlet in the San Francisco area and once before purchased KQW outright only to have the transfer rejected by FCC on grounds that the network's AM holdings —then at seven stations, plus a 45% interest in WAPI Birmingham—should not be expanded. That unconsummated transfer, in 1946, involved some $950,000. The network subsequently sold its WAPI holdings and acquired 45% of KQW.

Both the Washington and San Francisco transfers involve FM as well as AM. CBS has an FM grant for Washington, and KQW-FM has been on the air since February.

The network has pending a San Francisco television application—one of seven on which FCC hearings are slated to start May 24. An eighth application, by Don Lee Broadcasting System, is pending separately. Three channels are available.

Since all four channels allocated to Washington already have been assigned, the CBS-*Post* application for Channel 12, tentatively allocated to Fredericksburg, Va., would involve a rule-making hearing on the addition of another channel there. This may be handled in FCC's June 14 overall hearing on its proposed new nationwide allocation plan [BROADCASTING, May 10].

With its purchase of WTOP control, the *Post* would be required under FCC's duopoly rule to dispose of WINX and WINX-FM. The newspaper, owned by Eugene Meyer, international financier, bought the 250-w outlet five years ago from Lawrence J. Heller and associates at the then-record local-station figure of approximately $550,000. WINX, on 1340 kc, now operates two 250-w boosters in addition to its main transmitter.

KQW operates on 740 kc with 5 kw, but is awaiting FCC action on an application to increase to 50 kw. WTOP is on the 1500-kc 1-B clear channel.

CBS said it will continue to maintain a Washington office and Capital news staff for the service of the network. Earl H. Gammons

(*Continued on page 105*)

TV BIDS

13 More Apply To FCC

THIRTEEN applications for new commercial television stations were filed last week with FCC. Eight of the applicants already have other radio interests and two of them are engaged in both the radio and newspaper fields.

W. Harry Johnson, doing business as Mid-South Television Broadcasting Co., filed two more of his five proposed applications. New ones are for Memphis, Tenn., and Little Rock, Ark. He already has made application for facilities in Oklahoma City and Shreveport, La., [BROADCASTING, May 10, 17], and is reported planning an application for Jackson, Miss.

Gulf Theatres File

Gulf Theatres Inc., a subsidiary of Paramount Pictures Inc., filed for Channel 2 (54-60 mc) in Tampa, Fla. Gulf Theatres operates a chain of theatres in the Florida-Gulf Coast area. Paramount and firms in which it owns a controlling or partial interest now have five television grants and eight applications pending [BROADCASTING, May 17].

The new applicants, facilities requested, and ownership, include:

Memphis, Tenn.—W. Harry Johnson, d/b as Mid-South Television Broadcasting Co., Channel 9 (186-192 mc), 19.2 kw visual, 13.7 kw aural, antenna 513 ft. above average terrain. Initial cost $159,500, first year $100,000, income $75,000.

Little Rock, Ark.—W. Harry Johnson, d/b as Mid-South Television Broadcasting Co., Channel 10 (192-198 mc), 3.1 kw visual, 1.6 kw aural, antenna 399 ft. Initial cost $106,000, first year $125,000, income $100,000.

Baton Rouge, La. — Baton Rouge Broadcasting Co. Inc., Channel 9 (186-192 mc), 26.9 kw visual, 13.4 kw aural, antenna 415.6 ft. Initial cost $181,705, first year $75,000, income unknown. Applicant is licensee of WJBO and WBRL (FM) Baton Rouge.

Quincy, Ill.—Lee Broadcasting Inc., Channel 11 (198-204 mc), 23.6 kw visual, 12.4 kw aural, antenna 934 ft. Initial cost $221,000, first year $97,960, income $60,000. Applicant is licensee of WTAD and WTAD-FM Quincy. Lee Radio Inc. owns 62.5% of applicant and is licensee of KGLO and permittee of KGLO-FM Mason City, Iowa.

★

Cedar Rapids, Iowa—The Gazette Co., Channel 7 (174-180 mc), 22.1 kw visual, 11.6 kw aural, antenna 332 ft. Initial cost $151,644, first year $60,000, income undetermined. Applicant publishes the "Cedar Rapids Gazette" and operates KCRG and KCRK (FM) that city.

Shreveport, La.—Ben Beckham Jr. d/b as Fairfield Manor Television Co., Channel 11 (198-204 mc), 18.25 kw visual, 9.1 kw aural, antenna 514 ft. Initial cost $184,225, first year $100,000, income $75,000. Mr. Beckham is an independent oil producer.

Kalamazoo, Mich.—Fetzer Broadcasting Co., Channel 3 (60-66 mc), 15.7 kw visual, 7.86 kw aural, antenna 361 ft. Initial cost $182,232, first year $40,000, income $25,000. Applicant is owner of WKZO Kalamazoo and WJEF Grand Rapids, Mich. John E. Fetzer, president and treasurer and 52% owner, is part owner of KXEL Waterloo, Iowa.

Milwaukee, Wis.—Milwaukee Broadcasting Co., Channel 6 (82-88 mc), 28 kw visual, 14 kw aural, antenna 475 ft. Initial cost $258,090, first year $115,680, income $76,750. Applicant is licensee of WEMP Milwaukee and has construction permit for WEMP-FM. Hope D. Pettey, holder of 6.25% of applicant company, owns 25% of KJBS

(*Continued on page 84*)

Television stories, on other pages, in this issue:

New Video Mixer Device Announced by KSTP 42
Murphy, Rosenman Key Figures in CBS TV Hearings 44
WNBQ TV-FM Antenna to Be Erected Soon 48
Canadian TV to Get Action 50
WATV Newark Begins Regular Telecasting 50
Durban of U. S. Rubber Slated to Head ATS 52
Video-AM Ratings 64
WPIX-Korda Film Bought by 16 Outlets 68
N.Y.-Newark Area Heaviest TV User 70
Hullinger Producing New Documentary Color Film 70
WCAU-TV Philadelphia Starts 82
Pauley Group Given Experimental TV 83
DuMont to Sponsor News Show on WFIL-TV 83
Need for Video Films Stressed 98
WBEN-TV, Seventh for NBC, Opened 104
Storevision Making Richmond, Va., Tests 104

Television personnel changes, programs, etc., see various notes departments in this issue.

DuMont Video Net Announces Plans

THE DuMONT Television Network, says a statement issued last week by DuMont, is based on three owned and operated stations, WABD New York and WTTG Washington, now operating, and WDTV Pittsburgh, to take the air about Sept. 1. Program service is provided "at stated intervals" to WMAR-TV Baltimore and WFIL-TV Philadelphia via the New York-Washington coaxial cable. A DuMont affiliate, WNHC-TV New Haven, is to start operating in June, and negotiations with other stations are in progress.

The network offers its affiliates network feeds of sponsored and sustaining programs for simultaneous broadcast where coaxial or radio relay connections are available, and Tele-Transcriptions (filmed from the receiver tube) for delayed broadcast where connections for simultaneous service are not available; consulting and advisory service on technical engineering problems and on local studio and remote programming of affiliates, and a film service designed to make available for affiliates for local use films found suitable by the network's film department.

Statement declares: "DuMont Television Network programming leads the industry. It has established the highest consistent Hooper ratings of any weekly television program on the air, maintaining an average of over 45. Another independent survey covering all New York City television the week of April 1, 1948, reports that, out of 117 quarter-hours aired by WABD during that week, 76 rated first in viewer popularity compared with programs aired by the other two New York stations, 31 rated second, 8 rated third and 2 tied for first place."

BMI GROWTH

Haverlin Tells NAB of Progress

REVIEWING progress of BMI from its inception, Carl Haverlin, president of Broadcast Music Inc., in his report at NAB convention's Tuesday morning session revealed that at that moment there were 2,025 subscribers in the United States and 126 in Canada. This number is increasing each day as new AM, FM and television stations take out their BMI licenses, he said.

Stating that one attribute of a healthy business is growth, Mr. Haverlin pointed out the BMI publishers' list has been strengthened in all fields during the past year, particularly by outright purchase of Associated Music Publishers, of which Merritt Tompkins is president. BMI, he said, retains its dominance in the field of Latin-American music, and has also made considerable headway in the European field.

"Altogether the BMI repertory is very extensive and widely diversified, amounting today to some 125,000 listings of over 107,000 titles," Mr. Haverlin said. "Some 30,000 compositions in the BMI catalog are available in recorded form. During the six months prior to the recording ban alone, some 1,600 BMI compositions were recorded, approximately half of which are on major labels."

Breakdown of Income

Analyzing how BMI's income is distributed, he said that approximately 58% goes for performance fees to publishers, writers and foreign licensing societies; 12% to station services, including cost of editing, arranging, printing and distributing of music and the writing and processing of continuities; 18% for general administration; 7% for overhead and taxes, and 5% for reserve.

Pointing out that BMI has been ready for television ever since it started in business in 1940, Mr. Haverlin declared that "we make no distinction between a television transmitter and an audio transmitter. We believe music is heard and not seen. We hold that a performing right in our music is an audible right, not a visual right. We have purveyed audible rights since 1940 to both television and audio broadcasters and will continue to do so."

Mr. HAVERLIN

Lauding Sydney Kaye for the part he played in creating the pattern adopted by the industry committee that set up BMI, Mr. Haverlin said his foresight in setting up the publishing and licensing contracts so as to include specifically the rights to use BMI music in television deserves the highest praise. "As result of his vision, television broadcasters of the United States have the practically unrestricted right to use 107,000 BMI compositions in their television programs.

ASCAP in Video

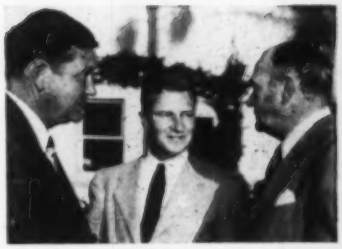
"I think it only proper to point out that our great competitor, the American Society of Composers, Authors and Publishers, has so-called television rights in only part of the music of its members, that those rights expire on Dec. 31 of this year, and that television broadcasters may use their music only by special permission and subject to 30-day termination. It is our hope that our point of view may prove useful to all licensing groups in formulating their own long-range television policies."

TV Service Department

Mr. Haverlin said that BMI has set up a television service department to supplement regular activities of other service departments, and urged station operators to make use of its facilities.

Broadcasters were reminded that the present ASCAP contract contains a clause that makes it automatically renewable at ASCAP's option for a renewal term expiring on Dec. 31, 1958. "This long-range contract potential obviously put BMI at a competitive disadvantage, as our station contracts expire in March 1950," Mr. Haverlin said.

"BMI therefore decided to ask you for your renewal more than two years in advance of your contract termination date, primarily that we too might offer to our publishers and writers the feeling of comfort and security that our permanence would give them." As a result, he said, 21 months in advance of original contract termination date, BMI headquarters has received 1,642 signed renewals. Renewed group accounts represent about 95% of the dollar volume of the industry, he estimated. Numerically speaking, Mr. Haverlin said "we have renewals from 97% of all stations with revenues of $100,000 and over and from 91% of all stations with revenues of $50,000 and over.



LISTENING in are Clyde Coombs (l), general manager of KARM Fresno, and William Lodge, CBS New York director of general engineering, as D. W. Thornburgh (r) tells a story at NAB's annual convention.

Resolutions Adopted by 26th Annual Convention

TOP-LEVEL type of NAB convention, tried for the first time at Los Angeles last week, proved "most beneficial to the membership" according to a resolution adopted at the final business session Tuesday afternoon. As a result, the convention voted to continue this type of convention.

Site selected for the 1949 Convention is the Stevens Hotel, Chicago, April 8-13. Also scheduled for Chicago are the 1950 convention, April 14-19, and 1951, week of April 16.

While the separate engineering conference was not mentioned specifically in the resolution, the two-way type of procedure was endorsed by implication.

The resolutions, all adopted unanimously, praised President Justin Miller for his outstanding contribution to broadcasting and for his leadership of freedom of speech by radio; opposed legislation to change copyright laws; endorsed the Advertising Council public interest program; urged the U. S. Census Bureau to include radio questions in the 1950 decennial census; praised work of the Industry Music Committee; approved BMI's services; lauded Southern California Broadcasters Assn. for its hospitality and arrangements; thanked A. Atwater Kent for the fiesta at his Capo Di Monti estate; thanked Charles Cord, president of Pan Pacific auditorium, for entertaining broadcasters at the *Icecapades*.

Members of the resolutions committee were William J. Scripps, WWJ Detroit, chairman; Leslie Johnson, WHBF Rock Island, Ill.; James W. Woodruff Jr., WRBL Columbus, Ga.; Rex G. Howell, KFXJ Grand Junction, Col., Arthur Westlund, KRE Berkeley, Calif.

Texts of resolutions dealing with business aspects of the association follow:

WHEREAS, Justin Miller, as president of the NAB, has unsparingly and unselfishly devoted himself to the best interests of the association and its member broadcasters; and

WHEREAS, his inspired leadership has brought measurably greater prestige and understanding to the broadcast industry;

Now, therefore, be it resolved, that the membership of this association extend to Justin Miller its most sincere appreciation for his outstanding contribution to the American system of broadcasting; and

Be it further resolved, that the membership does here express complete confidence in Justin Miller and in the staff which he has assembled to carry on the work of the association.

WHEREAS, the NAB, under the able, fair and courageous leadership of Judge Miller, has carried on an unrelenting effort to secure the constitutional guarantees of freedom of speech by radio;

Now, therefore, be it resolved, that the NAB, in convention assembled, expresses its confidence in and wholehearted support of Judge Miller's leadership in this vital issue and does here and now re-affirm its determination to support his efforts to protect these fundamental rights in every lawful manner.

WHEREAS, the plans and the program for the 26th Annual Convention in Los Angeles were created by the Convention Sites and Policy Committee of the NAB Board of Directors and approved by the whole membership of the Board of Directors; and

WHEREAS, these plans and program features have proved to be most beneficial to the membeship;

Now, therefore, be it resolved, that the member stations of NAB do hereby express their appreciation to the members of the Convention Sites and Policy Committee and to the Board of Directors of NAB and urge upon them a continuation of this type of convention.

WHEREAS, there have been indications that efforts may be made to secure legislation to change the copyright laws to include an interest or right in performance by recordings and transcriptions, or by other means; and

WHEREAS, such a change in the copyright laws would work an undue hardship upon the members of the broadcasting industry who utilize such means of performance; and

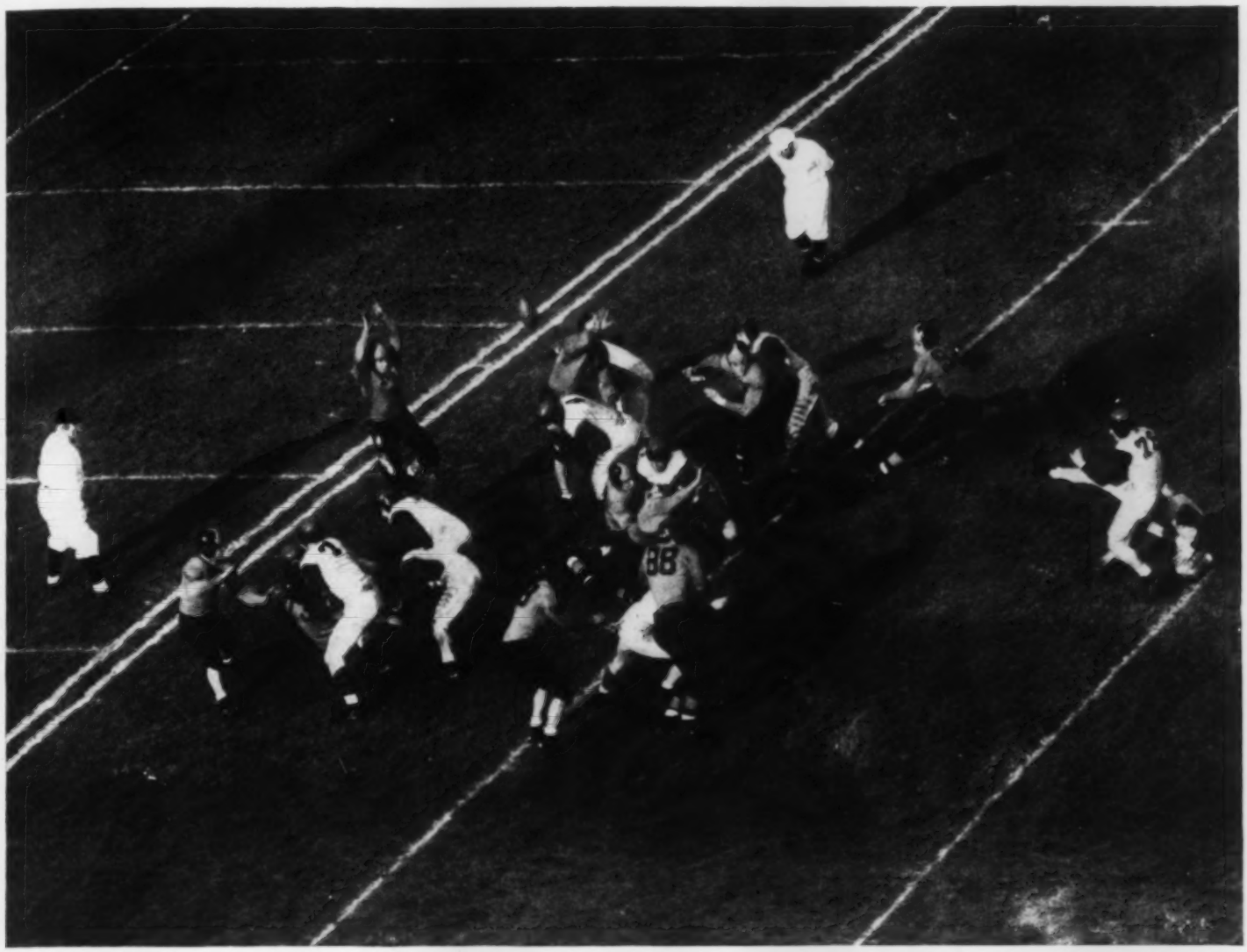
WHEREAS, such change in the copyright laws would, in the opinion of the membership of NAB, be contrary to the public interest;

Now, therefore, be it resolved, that the Board of Directors of NAB and the management of the association be directed to oppose the creation or recognition of any such interest or right in every proper manner.

WHEREAS, the Advertising Council is daily demonstrating the effectiveness of advertising in general and of radio in particular in maintaining and increasing the effectiveness of the democratic processes; and

WHEREAS, the Advertising Council has been of great service to the broadcasting industry in aiding us in the most effective utilization of our public interest facilities and in the discharge of our public interest responsibilities;

Now, therefore, be it resolved, that the membership of the National Association of Broadcasters in convention assembled, does hereby endorse the activities of the Advertising Council and urges upon the member broadcasters their whole-hearted support of its work.



You score a GOAL with this PROMOTION

W-I-T-H has been pretty lucky with promotions. And we want to share our good fortune with other radio stations . . . exclusively in each town.

We're going to syndicate one of our most successful fall promotions for retailers. It's a *tested* plan, because we used it last fall with wonderful *results!*

It's simple . . . it's efficient . . . and the biggest station booster we've ever used. It's profitable for the retailer because it's a proved way to increase store traffic.

This 12-week fall promotion will give the football fans in your town something they've always wanted . . . have never been able to get.

Write or wire Jake Embry or Tom Tinsley at W-I-T-H, Baltimore, for full details, or call the Headley-Reed man.

W-I-T-H
AM Baltimore Maryland **FM**
Tom Tinsley, *President* • *Represented by* Headley-Reed

ENGINEERING CONCLAVE

Delegates See New Developments

NEW DEVELOPMENTS in the electronic arts were divulged, and refinements of existing processes were outlined to the industry's technical leaders at the two-day NAB Engineering Conference Thursday and Friday at the Biltmore Hotel, Los Angeles.

First conference of the type in industry history, the project proved so successful that it will be an annual feature of NAB Conventions.

Expanded activities of the NAB Engineering Dept. will provide new services to the industry, according to Royal V. Howard, director, and Neal McNaughten, assistant director, of the department, who directed the two-day scientific schedule in cooperation with the NAB Engineering Executive Committee. Chairman of this group is Orrin W. Towner, WHAS Louisville.

Revealed for the first time to a broadcasting assembly were such developments as the RCA 18 x 24 foot TV picture, Paramount's 66-second process of recording TV off-the-air and the Armour Research Foundation's three-dimensional sound.

Some 400 engineers participated in the two-day proceedings and many of them went up to Mt. Wilson Saturday to inspect television and other transmitting plants as well as the 100-inch telescope.

Final event of the two-day discussion was the Industry-FCC roundtable with FCC Commissioner George Sterling, a pioneer radio scientist, heading the Commission's staff. The roundtable was a wide-open here's-the-way-it-is session, clearing up many points of doubt and bringing industry and Commission personnel into a closer understanding of each other's problems.

Large Screen Show

The large-screen television demonstration took place Friday night after delegates had inspected the vast new Mutual-Don Lee plant in Hollywood. The picture was shown at Warner Bros. Studio 7. Telecasts of NAB President Justin Miller and Mr. Howard were presented, the signals being transmitted to Mt. Wilson and returned. The projector produces a relatively bright image 18 x 24 feet. A smaller 4 x 6 foot version was shown by RCA at the Biltmore exhibit all during convention week. It is designed to sell for around $2,500 and is expected to be used by stations for demonstration purposes. An 80,000-volt projection tube was used.

The Paramount TV recording demonstration which took place at the Thursday luncheon, featured film and closed-circuit pickups. The demonstration showed fidelity of the off-the-air process of film recording. In charge was Richard Hodson, Paramount's director of television operations.

Armour's three - dimensional sound was exhibited at the Friday luncheon. It utilizes magnetic recording with careful placement of microphones by each source of sound.

Large numbers of station executives who attended the Monday-Tuesday Management Conference stayed over for the technical sessions. They joined engineers in inspecting the equipment displays in the lobby-foyer and light equipment exhibits on the second floor of the Biltmore.

Poppele Presides

Presiding at the opening engineering session Thursday morning was Jack R. Poppele, vice president and chief engineer of WOR New York and Mutual Network. Opening paper was read by Joseph A. Waldschmitt, engineer for E. C. Page, engineering consultant of Washington, D. C. Mr. Page was scheduled to read the paper but was unable to attend because of illness.

Mr. Waldschmitt described measurements of Washington, D. C. television stations operating on Channels 4 and 7 in the Washington area. Simultaneous mobile field intensity recordings were analyzed to present the field intensities exceeded for 10, 50 and 90% of the sector distances.

Problems centered on lightning effects at mountain-top and high-building locations were described in a paper by Raymond F. Guy, manager, radio and allocations engineering, and John L. Seibert, project engineer, NBC. The paper reviewed video and audio monitoring systems used for adjustment of the black level and sync level and also overall picture monitoring. NBC's FM and TV plants in New York, Chicago, Cleveland, Washington and Los Angeles were described, including a microwave receiving system using standard equipment for mobile pick-up programs.

In this system a part of the receiver is located in the video control room. Transmission line switching systems were explained as well as triplexing of FM, video and picture sound on a single antenna as first used by NBC in Washington. A method of getting FM and TV transmission lines around the base insulator of a standard tower was explained.

Linking metropolitan stations with similar stations in adjoining population centers or community stations in outlying market areas will reduce the critical cost-per-viewer of the whole TV system, according to James D. McLean, commercial manager of WPTZ Philadelphia, Philco station. Tapping of additional markets with low capital investment in equipment and facilities, and low operating costs, will narrow the gap between expense and income, he said.

Cost of Community TV

A community TV station can be set up and operated at 20% to 30% of that required for a metropolitan outlet, he said, if the ratio of potential audiences exceeds the ratio of operating expenses.

New developments in radio relays make such linking practical, he said, describing a new Philco system combining a high-sensitivity microwave receiver and a stable Klystron transmitter to provide a wide-band system with extremely low noise level.

Merrill A. Trainer, manager of TV Equipment Sales, RCA, discussed equipment layouts for television studios of small, medium and large size. He explained circuit arrangements for interconnecting, switching and monitor control room, film control room and master control room.

F. E. Carlson, Lamp Dept., General Electric Co., read a paper on TV studio lighting prepared by Richard Blount, of the department. Qualities of tungsten-filament and fluorescent lighting were compared. Tungsten provides control of beam pattern, it was stated, whereas fluorescent sources can supply cool, efficient, color-corrected general illumination. Over-voltage use of lamps offers advantages, it was explained, where an average life of less than 1,000 hours is acceptable.

Capt. W. C. Eddy, director of television of WBKB Chicago, Balaban & Katz station, told of advantages of remote controlled Telelite systems now in general use. These systems are said to satisfy these basic TV requirements: remote control with quick adjustment, ceiling suspension of lights, low original cost and economy of operation, adaptability to all types of light sources, complete control in one operator. TV lacks the movie advantages of segmental production wherein the telecast can be staged in a series of preset and superbly lighted episodes, he said.

At the Thursday afternoon session Frank Marx, ABC engineering vice president, presided. William B. Lodge, CBS director of general engineering, read a paper prepared by A. B. Chamberlain, CBS chief engineer. In the paper, titled "The CBS Grand Central Television Studios," Mr. Lodge described facilities of the studios now under construction in New York. Flexibility of operation is emphasized, it was stated, with consideration given the importance of the audio system, continuity of service, and future expansion. Differences in studio lighting and control, as well as air conditioning, studio cues and sound effects as compared to average TV studios were explained.

Robert W. Clark, NBC television operations supervisor in New York, reviewed problems encountered in the presentation of TV field programs, going into preliminary surveys, equipment setup and programming. He reviewed

(*Continued on page 72*)

NBC EXECUTIVES, pictured during a social interlude at NAB Convention, included (l to r): Lewis S. Frost, assistant to the vice president of NBC's Western Network: Easton C. Woolley, director of stations department, New York; Lloyd E. Yoder, manager of NBC's KOA Denver; James Nelson, director of advertising and promotion, New York, Frank (Bud) Berend, Western Network sales department manager.

ANNUAL NAB BANQUET PROVES BIG SUCCESS

BEST show ever staged at an NAB convention—that was the verdict of some 1,500 guests at the banquet Tuesday night at the Biltmore Bowl in Los Angeles.

Entertainers on the two-hour program were Jack Carson, master of ceremonies, Abe Burrows, Dinah Shore, Johnny Mercer, Eddie Cantor, Bob Crosby, Margaret Whiting, the Andrews Sisters, and Danny Thomas.

Dance music was provided by Jan Garber and his orchestra.

The program was televised to overflow crowds by KFI Los Angeles.

XUM

MR. GEORGE A. RICHARDS

Announces

the appointment of . . .

MR. FRANK E. MULLEN

AS PRESIDENT OF

WJR DETROIT **WGAR** CLEVELAND **KMPC** LOS ANGELES

Mr. Mullen, who will take over the active administration of these three stations, has a long and successful record in the radio industry. He joined the National Broadcasting Company in 1926, has been an executive vice president since 1940. He was a vice president of the parent company—The Radio Corporation of America. We are indeed proud to announce that a man of his attainments and long experience in all phases of radio will very shortly assume the office of presidency of our three stations.

Pepsi - Cola Shifts Account to Biow

PEPSI-COLA Co., Long Island City, N. Y., has transferred its advertising campaign from Newell-Emmett to the Biow Co., New York, with Milton Biow as account executive. Young & Rubicam will continue to handle advertising for Everyess, another Pepsi-Cola Co. product. The Pepsi-Cola advertising budget is said to approximate $4,000,000 annually.

Clark to Hollywood

ROBERT W. CLARK, with NBC since 1931 and currently New York television operations supervisor, has been transferred to the same position for the network's Hollywood division. Reid R. Davis, video control supervisor, has been named to replace Mr. Clark in New York. He has been with NBC 20 years.

Drawn for BROADCASTING by Sid Hix

"They know they're late but they still contend they have their right to testify on the Mayflower case!"

Wis. Tower Fight With CAA Quieting

FCC'S TEAPOT TEMPEST—the Wisconsin State Radio Council battle for a CAA tower approval and a Commission educational station permit—blew its excess steam last week and simmered down to just another pending permit [BROADCASTING, May 17].

Following a meeting in Chicago last Monday between Wisconsin state representatives and regional CAA officials, FCC was advised that the State Radio Council will lower the antenna height of its proposed noncommercial FM outlet near Wausau. The modification is reported to satisfy CAA and will not affect greatly the extent of coverage for the station, WHSF.

Wisconsin Attorney General John E. Martin, representing the State Radio Council, U. of Wisconsin, on April 26 telegraphed FCC to challenge the Commission's jurisdiction in declining to issue the permit to the council on the basis of CAA findings on the tower site. The Commission granted the permit in January, conditioned upon CAA's approval of the tower site.

Attorney General Martin was reported to have proposed mandamus action against FCC in the U. S. District Court of the District of Columbia should the Commission refuse to issue the station permit. He argued that the antenna site, atop Rib Mountain, was state-owned public park property.

Earlier FCC Chairman Wayne Coy was scheduled to go to Madison, Wis., to preside over a public hearing on the controversy. But last Wednesday the proceeding was switched to the Chairman's office at FCC headquarters in Washington and redesignated to be an informal meeting of the Wisconsin attorney general and CAA and FCC representatives. However, after it was learned of the Monday meeting in Chicago indications were that no meeting would be held and the Radio Council would merely modify its permit to specify the lower tower.

WHSF was assigned Channel 206 (89.1 mc) with effective radiated power of 34 kw.

AVC Unit Giving Awards To Advertisers June 16

FIRST annual awards of the Advertising chapter of the American Veterans Committee to advertisers who have used the techniques of advertising to further "a more democratic and prosperous America and a more stable world" will be presented at a dinner June 16 at New York's Hotel Plaza.

A panel prominent in the advertising field will be named to judge the entries, which may be submitted on or before June 1 to the Advertising chapter, AVC c/o Ben Reiss, 221 W. 57th St., New York.

SOLD VIA WSIX

WSIX sells **electrical appliances,** too. At least some of the nation's most successful producers must be convinced by sales results. Electrical appliance companies use time ranging from daily quarter hours and spots to weekly half hours; and they've stuck to this schedule for two, three and more years without a break. See what WSIX can sell for you in Nashville's 51-county retail trade area. Your Katz representative has additional information to help you judge for yourself.

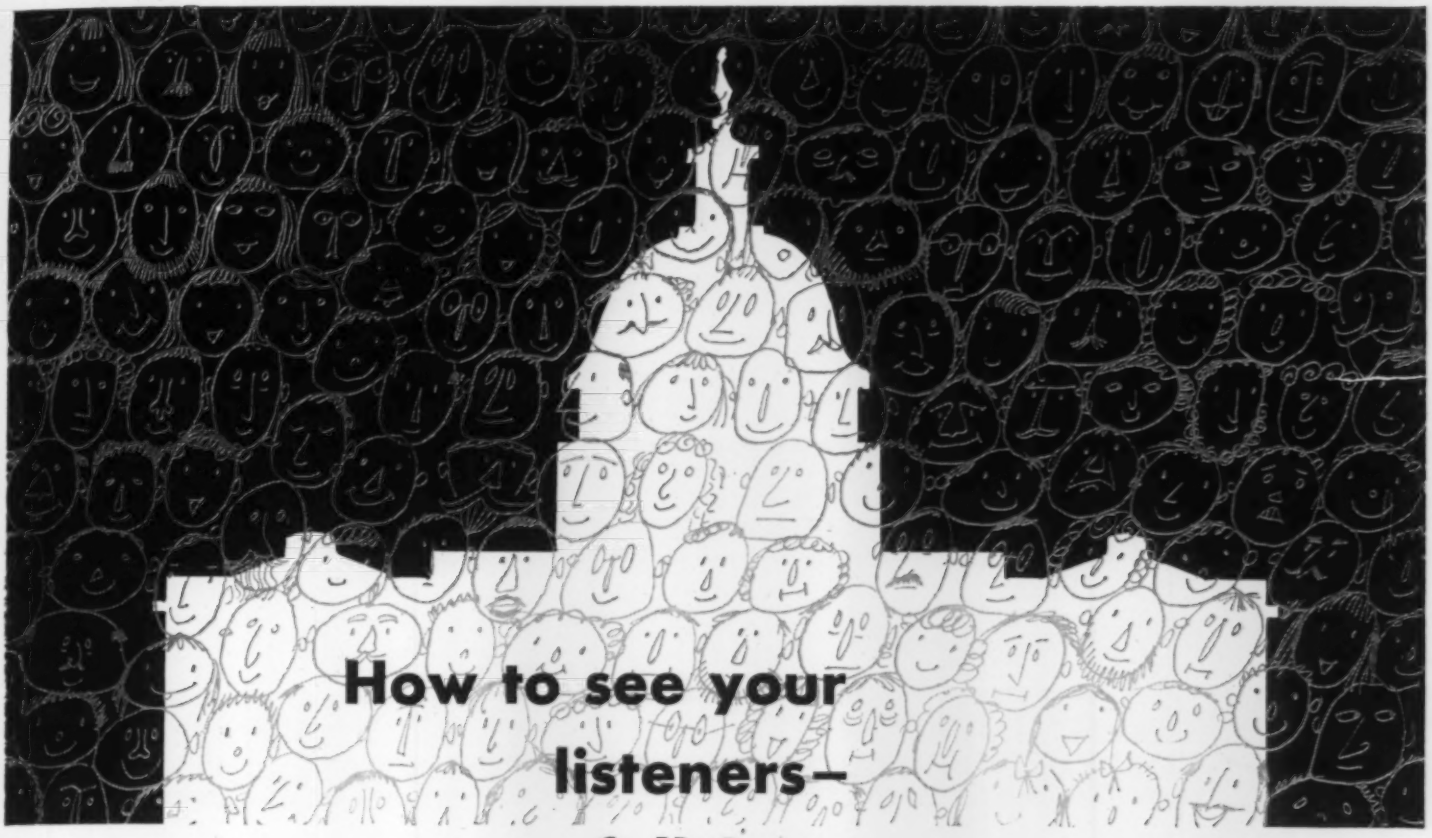
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

ABC AFFILIATE
5000 W • 980 KC

Represented Nationally by
THE KATZ AGENCY, Inc.

And WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy



How to see your listeners— full face.

These are the sort of facts provided by WRC's 1948 Diary study—new facts about listeners. Here, for the first time, are more than half a million figures relating to listening on the basis of audience size, composition, duplication, flow or loyalty—and all in the new terms of individuals. WRC's 1948 Diary Study has useful, fully validated notes on the Washington people who listen to any program or time segment in which you're interested—and your inquiry will be welcomed by WRC and NBC Spot Sales representatives.

FIRST IN WASHINGTON
WRC
980 KC.
Represented by NBC SPOT SALES

Sundays in Metropolitan Washington, 277,925 persons 17 years old and over—158,417 of them women—hear Jack Benny. Over half tune in to WRC especially for his program.

Monday through Saturday evenings, 101,650 different listeners—49.5% male, 60% over 35, 57.5% high school graduates, 88% telephone subscribers—listen to the Esso Reporter at 11 p.m. and to Steve Douglas' Sports News at 11:05.

Tuesday afternoons in Washington, 13,357 men listen to Stella Dallas on WRC.

Wednesdays, 25,650 people in Metropolitan Washington listen to David Brinkley's noontime news commentary—at a potential cost to a sponsor of ¼¢ each.

NATIONAL BROADCASTING COMPANY

EQUIPMENT EXHIBIT

By RALPH TUCHMAN

TV WAS TOPHOLE insofar as the majority of the delegates to the 26th annual NAB Convention in Los Angeles was concerned.

Although they viewed transcription and technical exhibits with genuine interest, conversation and presence always seemed to return to the visual medium and its attendant equipment.

All told, 33 equipment manufacturers exhibited their wares and 23 transcription companies and program services offered platters for airing.

RCA televised visitors to a coke bar set up at the rear of its exhibition and the boys in the backroom on the second floor were able to kid their colleagues about their conduct later in the day. The RCA layout also included a complete arrangement of equipment for a typical small video station including control room, film projection room and transmitter room. All the equipment was operative save for the transmitter itself.

The RCA-Victor exhibit otherwise included a variety of equipment for AM and FM operations as well as various remote, test and measuring paraphenalia.

Allen B. Du Mont Laboratories featured its "Tele-transcription" film. Obtained by filming directly from the kinescope, the film result gave conventioneers an opportunity of seeing how workable and practical network caliber programming could be in advance of an actual tieup by coaxial cable or microrelay system.

General Electric showed miniatures of its television studio equipment plus actual models of its camera equipment and film line.

Presenting its equipment line as packages for four types of station operation, Raytheon Mfg. Co. gave visitors an opportunity to view a video signal fed to models of the new Raytheon-Belmont line of television receivers produced by its Belmont Radio Corp. subsidiary.

Aside from the active interest in television, delegates were treated to a dazzling "gimmick" series of promotion by Commodore Productions Inc. Including flowers for lapels, souvenir coins, miniature horses, "Hopalong Cassidy" hats and "reward" posters which utilized the names of various people attending the convention. Capitol Records daily drew a lucky ticket for a Califone portable transcription play-back, the firm also ran an hourly taxi service to and from Hollywood.

More than 10,000 feet of display space were used to showcase the latest in equipment from the lighter playback and studio gear to powerful, awesome transmitters.

Andrew Corp. made its case for the simplicity and economy of its new two-bay FM transmitting antenna suitable for use in the 88-108 mc range. This firm also showed its new automatic dehydrator.

Collins Radio Co. offered for view everything from broadcast transmitters and audio equipment to accessories.

Fairchild Camera & Instrument Corp. displayed its new pickup pre-amplifier equalizer as well as the lateral pickup itself. Other equipment included various recording and playback equipment.

Federal Telephone & Radio Corp. offered a look-see at its FM studio-to-transmitter link. Beyond this the Federal line contained transmitter consoles, transmitting tubes, field intensity meters, and mobile radio equipment.

Complete Station

Gates Radio revealed its GY-48 complete radio station for 250-w AM operation. Gates also showed a new 3-kw FM transmitter as well as other equipment.

Amperex Electronic Corp. exhibited a wide range of tubes including transmitting, rectifying and special purpose types. Firm featured its new line of forced-air radiation external anode tubes.

Communication Products Co. exhibit included representation for such of its products as coaxial transmission line, transmission line fittings, dehydrators, RF connectors, RF switches and antennas as well as custom-built products.

Daven Co. included attenuators, fixed audio pads, television attenuators as well as a complete range of laboratory equipment.

Emsco Derrick & Equipment Co. offered complete descriptions of its free standing and guyed towers for AM, FM, TV and radar.

Lehigh Structural Steel Co., radio and export division, offered for its line of AM-FM vertical radiators, supporting towers for FM and TV and radio and radar towers.

Magnecord Inc. showed for the first time its new tape recorder,

(Continued on page 76)

AMERICA'S MOST FAMOUS BOUQUET*

Hand yourself a bouquet for making the right choice in the Memphis Market when you put copy on WHHM.

Flowery phrases don't count . . . results do! Look to Healthy Hoopers and attentive, sales-making audiences for sales of your products in Memphis and that means just one thing—WHHM.

Be guided as so many timebuyers have been by this one fact:

WHHM DELIVERS MORE LISTENERS PER DOLLAR IN MEMPHIS

Ask the Forjoe & Co. man for the latest data on WHHM and Memphis.

WHHM

Music—News—Sports 24 hours daily

PATT McDONALD, general manager

FORJOE & CO., representatives

*Four Roses gets the palm for this one.

Reach This Great 4-State* Market With *One* Station, *One* Cost, *One* Billing!

More than eight million listeners live and work in this great industrial area—the steel-and-coal belt of the nation! And they spend *Four and One-Half Billion Dollars* Annually! Reach them with *one* station, *one* cost, *one* billing. WWVA has the power to reach their ears, the friendly programming to reach their hearts. For case-history proof that WWVA is the dominant force in the daily lives of those who live, work and spend in this great area, ask your Petry man!

**Plus bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.*

WWVA

WHEELING, WEST VA.

A FORT INDUSTRY STATION

50,000 WATTS . . . . . CBS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

Standards of Practice Effective July 1

NAB's Standards of Practice, effective July 1, 1948, and applying to contracts in existence May 19, follow in full text (see convention lead story page 21):

THE BROADCASTERS' CREED
WE BELIEVE

That the American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

That its influence in the arts, in science, in education, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art.

That we should exercise critical and discerning judgment concerning all broadcasting operations, to the end that we may, intelligently and sympathetically:

Observe the proprieties and customs of civilized society;

Respect the rights and sensitivities of all people;

Honor the sanctity of marriage and the home;

Protect and uphold the dignity and brotherhood of all mankind;

Enrich the daily life of the people through the factual reporting and analysis of the news, and through programs of education, entertainment and information, by the full and ingenious use of man's store of knowledge, his talents and his skills;

Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

THEREFORE:

As a guide for the achievement of our purposes, we subscribe to the following:

Standards of Practice*

PROGRAM STANDARDS

NEWS

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

POLITICAL BROADCASTS**

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

PUBLIC AFFAIRS AND ISSUES

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial pub-

(*Continued on page 86*)

* Standards for broadcasting can never be final or complete. It is a creative art still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

** Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

WELCOME IN

414,700 RADIO HOMES

At 5000 watts, WSBT is now reaching the largest audience in its 26-year history. BMB shows 414,700 radio homes in WSBT's new primary area, which covers 26 northern Indiana and 6 southern Michigan counties. And this is *primary* coverage only!

Listeners old and new welcome WSBT in their homes as a trusted friend. People like this station, listen to it faithfully, write to it frequently. These are listener-loyalty facts which WSBT advertisers know from experience.

WSBT
SOUTH BEND

5000 WATTS

960 KILOCYCLES
COLUMBIA NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

St. Louis Now In 16th Month of Commercial Television

The Diversity of Products and Services Already Advertised to the Ever-Increasing St. Louis Television Audience Is Reflected in the Following Roll of KSD-TV Clients, a List Which Includes the Names of Some of the Nation's Most Distinguished Advertisers:

Admiral Television • Aluminum Ore • American Packing • American Tobacco (Lucky Strike) • Bemis Bros. • Botany Mills • Brown Shoe • Bulova • Chevrolet • Cluett-Peabody • Crosley • Dazey Manufacturing • Dowd Sporting Goods • Elgin • Falstaff • Ford • General Electric • Griesedieck Bros. • Hat Research Foundation • Hyde Park Breweries • Johnson Shoes • Kaiser-Frazer • Kline's • Monsanto Chemical • M.-K.-T. Railroad • Pepsi-Cola • Philco • Purity Bakeries • RCA-Victor • R. J. Reynolds Tobacco (Camels) • Reardon Paint • Ronson Lighters • St. Louis Independent Packing • Schenley's (Cresta Blanca) • Seven-Up • Shell Oil • Southwestern Bell Telephone • Stewart-Warner • Trimfoot Shoes • Transmirra Lenses Union Electric of Missouri • Walco Lenses

St. Louis' Geographical Location in the Center of the Rich Middle-West, and St. Louis' Acknowledged Reputation for Economic Stability, High Purchasing Power and Product-Loyalty Make the Area Served by KSD-TV the Nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION. For Details Regarding Schedules and Availabilities, Write or Call KSD-TV or Free & Peters, Inc.

KSD-TV

The St. Louis Post-Dispatch Television Station • Channel No. 5

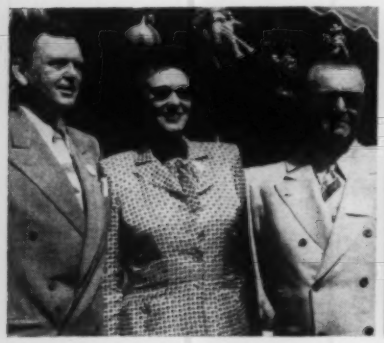
Radiorama

AT THE $25,000 Atwater Kent party host Atwater Kent (right) receives Judge Justin Miller, NAB president, and Mrs. Miller at the social start of the 26th Annual NAB Convention in Los Angeles. The party was held at Mr. Kent's elaborate home, Capo de Monte.

CANADIAN delegates who went a long way to attend the NAB conclave are (l to r): Frank Elphicke, manager of CKWX Vancouver, B. C.; Harold Carson, president of All Canada Radio, Calgary, Alberta; Guy Herbert, All Canada Radio.

RADIORAMA this week gives a pictorial report on the festivities at the Atwater Kent Convention party May 16.

EASING OFF to admire scenery during the Kent party are (l to r): C. E. (Bee) Arney, NAB treasurer, and Jennings Pierce, NBC Western Network director of station relations and public service. The lawn of the Kent Estate overlooks the broad expanse of the Pacific Ocean.



SUNNY SIGHT are (l to r) John Meagher, KYSM Mankato, Minn.; Mrs. Reineke and Earl Reineke, president, gen. mgr. of WDAY Fargo, N. D.

FIESTA FACES are (l to r): Michael Hanna, general manager of WHCU Ithaca, N. Y.; Fran Conrad, ABC Western Division stations relations head; Phil Lasky, vice president and general manager of KSFO San Francisco; W. I. Dumm, president of KSFO; Jack Gross, owner of KFMB San Diego; Mrs. Dumm.

EAST AND WEST are (l to r): L. G. Pefferle, WCVS Springfield, Ill. and wife; Mrs. Jack Heintz and Mr. Heintz, general manager of KUSN San Diego. Balloons were part of the merry-making.

ALSO ATTENDING were (l to r) Jim Murphy, director of KIT Yakima, Wash., and Mrs. Murphy; Phil Curran, UP Southern California business manager.

COUPLING UP at the Kent party are (l to r) Mr. and Mrs. Edwin Buckalew, CBS western station relations head; Mr. & Mrs. Ivor Kenway, ABC New York vice president. Mrs. Buckalew is about to launch her balloon.

EYEING THE BIRDIE are (l to r) Don E. Inman, WNAX Yankton, S. D.; C. E. Hooper, head of C. E. Hooper, Inc., and J. Harold Ryan, Fort Industry vice president. Robert R. Tincher, WNAX, holds camera.

HAVING fun are (l to r) Mrs. Norman Ostby; William Ittman, Procter & Gamble Co.; Jeanne Gray, KMPC Hollywood; Norman Ostby, assistant to ABC Hollywood vice president; Kay Woods, Margaret Ettinger Agency; Lowry Crites, General Mills.

FIESTA spirits are (l to r) Wiley Harris, WJDX Jackson, Miss.; Burt Adams, NBC New York; Richard H. Mason, WPTF Raleigh, N. C.; Walter E. Wagstaff, KIDO Boise, Idaho.

XUM

Grumman Amphibian is completely equipped flying darkroom...

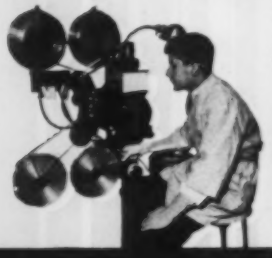
Waco for air shots and quick delivery...

2 WPIX

NEW YORK CITY • CHANNEL 11

***NEWSREELS* available for sponsorship • June 15th**

First on the scene, first on the screen!



Bell & Howell printer prints positive from positive at 90 ft. per minute...

Daily Newsreel

aims to show today's news today, plus prompt coverage national and international, sports, fashion, drama, etc.

10 minutes • weekdays

Sunday Roundup

...summary of the best news pictures of the week, picked from WPIX daily newsreels plus coverage of current news.

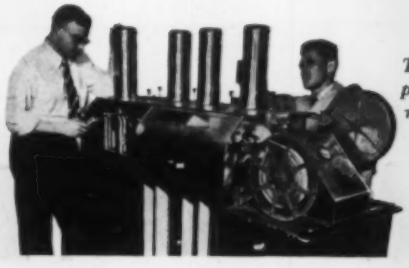
20 minutes • weekly

With its own staff of twenty-four men, including ten cameramen covering the area around New York and Washington . . . two planes, station wagon with complete camera equipment . . . News and AP wire services . . . foreign footage from French Gaumont, British coverage, other WPIX sources . . . all national and international resources of The News . . . fastest and finest production facilities . . . WPIX newsreels will provide earlier presentation of all the news and features in more informative, interesting, and entertaining form . . . make conversation and comment, prestige and sales for sponsors.

Now available for sponsorship—and for syndication—WPIX Newsreels represent two of the best advertising franchises in existence. For details phone, wire or write . . .

WPIX • 220 E. 42nd St., New York City
or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N. Y. C.

Special station wagon with deck on roof for two cameramen...



Two Houston developers process 15 ft. film per minute...

A ONE STATION AUDIENCE in

Central New England Liste
rounding cities and towns, o
hours, sign-on to sign-off, S

WTAG [redacted]

ALL OTHERS [redacted] 95 QUARTER HOURS 19%

Above data from just-released Benson & Benson Diary Study. Your nearest Raymer man will gladly show you the complete study. It's amazing!

WTAG-FM

5000 WATTS • BASIC CBS **WTAG** W

XUM

a MANY-STATION MARKET!

ers, in Worcester and fifty-four sur-
press their preference by quarter-
nday through Saturday as follows:

Double Barreled! . . . The latest Hooper figures, Worcester city only, show the same, consistent WTAG domination of audience—morning, afternoon and night!

WORCESTER • REPRESENTED BY RAYMER

Affiliated With the Worcester Telegram-Gazette

New Video Mixer Device Is Announced by KSTP

DEVELOPMENT of a television aid called the "KSTP Videmixer" has been announced by John Fricker, chief engineer and technical adviser of KSTP-TV St. Paul. The device, contained in a box 14x18x20 inches, is said to receive output from all studio cameras, film cameras and remotes.

By simple controls, KSTP claims, the Videmixer executes screen wipes, lap dissolves, ghost scenes, whirling pictures, and numerous scene changes and dramatic effects. "We are now doing with the greatest of ease what the movies do with extreme labor," Mr. Fricker said.

DEPT. OF EDUCATION for Massachusetts has issued bulletin on "Story-Telling Time" program which is aired over WLAW and WLAW-FM Lawrence.

LAMB PROTEST

Letter to Rep. Hebert Denies Charges

EDWARD LAMB, Toledo attorney and station owner, who was blasted on the House floor by Rep. F. Edward Hebert (D-La.) for "Communist associations" [BROADCASTING, May 10], has written the Congressman that unless his plan is to "smear and run," he (Lamb) will meet with him or his group "at any time at any place to make available every bit of evidence."

Mr. Lamb said he had denied Rep. Hebert's charges and emphasized his interest in "building a democratic order under a system of free enterprise," but, he added, "denials do not generally receive the attention given baseless or false character assassination."

Referring to the $500,000 libel suit filed by him against the *Erie* (Pa.) *Times* [BROADCASTING, May 17], Mr. Lamb invited the Congressman to appear as a witness for the *Times* so that the jury "might have the benefit of your 'evidence'."

"Do you not think it is significant that this attack upon me comes from a Congressman from Louisiana?" asked the Toledo attorney. He suggested that his background be checked with Sen. Edward Martin (R-Pa.) or with Reps. Carroll D. Kearns (R-Pa.) and Homer Ramey (R-O.). The latter, he pointed out, is from Toledo and has known him for many many years.

Rep. Hebert was not available for comment. A spokesman for Sen. Martin said the Senator had thanked Mr. Lamb for his support several years ago but knew nothing of the current controversy. Rep. Ramey told BROADCASTING he has known Mr. Lamb for 25 years since he was a police prosecutor and he (Ramey) was a judge, but that he could not comment on the current dispute. Rep. Kearns' candidacy for Congress two years ago was backed by Mr. Lamb in his *Erie Dispatch*.

TESTING switch which put WHAM Rochester's new 50-kw transmitter on the air during official dedication May 3 are William Fay (r), WHAM general manager, and Ken Gardner, technical advisor.

For the first time----

The RICH West Alabama Market

Completely Covered

by ONE Station!

5000 WATTS **WJRD** 1150 KC

TUSCALOOSA, ALABAMA

"20 Times More Power in West Alabama"

PRIMARY COVERAGE:

RADIO HOMES	**223,940***
RETAIL SALES	**$513,916,000****
Retail Sales, City of Tuscaloosa	$27,863,000**
Retail Sales, County of Tuscaloosa	$33,741,000**
Effective Buying Income, City of Tuscaloosa	$33,432,000**
Effective Buying Income, County of Tuscaloosa	$61,097,000**
Radio Homes, City of Tuscaloosa	9600*
Radio Homes, County of Tuscaloosa	11,870*
Population, City of Tuscaloosa	51,000***
(This does not include approximately 8,000 U. of Alabama students)	
Population, County of Tuscaloosa	78,300***

* BMB Radio Homes 1946
** Sales Management 1947
***Chamber of Commerce, Tuscaloosa

More than you pay for . . . . .

PROMOTION • MERCHANDISING • COMPLETE COVERAGE

FOR RESULTS THAT REALLY COUNT

buy

5000 WATTS **WJRD** 1150 KC

Home of the University of Alabama

DOSS BROADCASTING SERVICE

James R. Doss, Jr., Owner & Operator — Eugene P. Weil, General Manager

NOE WINS ACQUITTAL; TO SEEK SENATE SEAT

JAMES A. NOE, president of WNOE New Orleans and KNOE Monroe, La., and former Louisiana governor, was acquitted in a New Orleans Federal Court last week of jury fixing charges. He had been charged with jury tampering in a $135,000 income tax evasion case of three years ago.

Immediately after his acquittal, Mr. Noe announced he would seek the seat of the late Sen. John H. Overton in the coming election.

65,000 Vets Now Study Radio, Communications

VETERANS ADMINISTRATION revealed today (May 24) that over 65,000 World War II veterans are training for occupations in the radio and communications field under the G.I. Bill.

Nearly all the veterans are enrolled in educational institutions. About two-thirds of them are taking courses in radio and television mechanics, 17,557 in general radio and communications and the remainder are taking courses in radio operation, telegraph operation, telephone and allied fields.

Radio Workshop

A TWO-WEEK Broadcasting Workshop will open June 14 at Mary Washington College, Fredericksburg, Va. Workshop is designed for educators, civic leaders and organization leaders who engage in building programs for stations. First week will be spent in fundamental techniques and program building, second week will concern educational broadcasting. Further information may be obtained by writing Mrs. M. B. Sollenberger at the college.

XUM

"Always giving something extra!"

*Just ask your
Raymer representative

First!
• ON THE DIAL
• IN LISTENING
• IN NETWORK
WSJS
LEADS
DAY AND NIGHT
IN
NORTH CAROLINA'S
RICH TRI-CITY
MARKET
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
WRITE FOR OUR BMB FOLDER
WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

ABC STOCK

500,000 Shares Sold to Public

PUBLIC OFFERING of 500,000 shares of voting stock, placed on the market last Monday by ABC, was absorbed in less than two hours at $9 per share. The proceeds of the issue will be used by ABC to finance television operations in five cities as well as other technological developments, according to Mark Woods, president.

Dillon, Reed & Co., New York securities house, placed the issue on the market at 10:10 a.m. Monday. Books were closed at 11:45 a.m., minimum time in which an offering of this type can be absorbed.

In a Feb. 13 registration filed with the Securities & Exchange Commission, ABC had proposed to offer 250,000 shares of stock to the network's affiliated stations. This proposal was amended to the 500,000-share public offering and the SEC registration became effective the afternoon of May 14.

Though ABC has no record of stock purchases from individual brokers around the nation, it is understood that brokers sold blocks of shares to ABC affiliates, who were among the first prospects contacted in many cities.

It was learned that requests for the stock were in excess of the offering in many areas.

To Repay Note

A loan has been arranged with the Prudential Life Insurance Co. of America for $5,000,000 on a long-term basis, of which $4,000,000 will be used to repay ABC's 2½% notes due Oct. 14, 1949, with the balance available for capital expense, working capital and other purposes. Net proceeds of about $807,500 from sale of WOOD Grand Rapids, Mich., are available for such use, it is explained.

History of ABC's operations since formation of NBC's Blue Network in 1927 and separation of the Red and Blue in 1943 is cited in the registration with SEC, along with the purchase of Blue Book stock for $8,000,000 by Edward J. Noble, ABC board chairman.

At that time, it is explained, Mr. Noble bought 400,000 shares of $10 par capital stock for $4,000,000 in cash and obtained the remaining $4,000,000 by issuing notes. Each share of stock was changed to two shares of $1 par in 1946.

Television plans of ABC include five CP's for Channel 7. Transmitters have been ordered. ABC expects to sign a New York lease soon for a TV transmitter, and has leased a site atop the Civic Opera Bldg. in Chicago. WXYZ has a lease for the Maccabees Bldg., Detroit. Sites have been leased on Mt. Wilson, for Los Angeles, and Mt. Sutro, for San Francisco. ABC estimates the two West Coast stations will be operating by yearend.

The five stations will be keys for regional TV networks, later to be joined into a nationwide hookup. TV operations are reviewed including programs on stations owned by other interests in New York, Schenectady, Philadelphia, Washington and Chicago. ABC refuses to predict when TV operations will be profitable, or whether TV will compete with or supplant AM.

ABC explains it operates FM stations in New York, Chicago, Los Angeles, San Francisco and Detroit. "It is not anticipated that operation of FM stations by the company will increase its operating revenues in the immediate future," it is stated.

Salaries and bonuses above $20,000 paid ABC officers are listed as follows:

Mark Woods, president, $85,000
***Robert E. Kintner, executive vice president, $37,499**
***Charles C. Barry, vice president, $24,499**
Edwin R. Borroff, vice president, $27,374
Robert H. Hinckley, vice president, $27,299
***John H. Norton Jr., vice president, $22,050**
C. Nicholas Priaulx, vice president, $27,499
Charles E. Rynd, vice president, $20,799
****Adrian Samish, vice president, $23,333**
Don Searle, vice president, $27,499
***Fred M. Thrower Jr., vice president, $24,499**
*****Paul Whiteman, vice president, $15,000**

***Effective Jan. 1, 1948 salaries (without commissions) of Messrs. Kintner, Barry, Norton and Thrower increased to these amounts: Mr. Kintner, $50,000; Mr. Barry, $27,500; Mr. Norton, $25,000; Mr. Thrower, $27,500.**
****Mr. Samish no longer associated with company.**
*****Mr. Whiteman elected vice president April 23, 1948. In addition he was paid $130,200 for services on sponsored programs in 1947.**

On Feb. 17, 1947, it is stated, the company borrowed $1,250,000 from Mr. Noble, issuing a note to him due Nov. 17, 1947.

Proceeds were applied toward a $2,500,000 bank loan, with the balance paid from general funds. Mr. Noble was given an option to buy common stock at $7.50 per share, which he exercised by receiving 166,666⅔ shares of common upon surrender of the note.

Other company personnel exercised options in 1947 to buy 18,750 shares of common at $5. These options follow:

Charles C. Barry, 1,000 shares; Edwin R. Borroff, 3,000; Merwyn B. Grabhorn, 250; Keith Kiggins (no longer with ABC). 5,000; Robert E. Kintner, 2,000; George O. Milne, 200; John H. Norton Jr., 1,500; Charles E. Rynd, 1,500; Don Searle, 2,500; Fred M. Thrower Jr., 1,500.

Murphy, Rosenman Key Figures in CBS Hearings

ADRIAN MURPHY, CBS vice president and general executive, will present key testimony, and Samuel I. Rosenman, former New York State supreme court justice has been named chief counsel for the FCC hearing on the CBS application for a television station in San Francisco. The hearing is set for May 24 in that city.

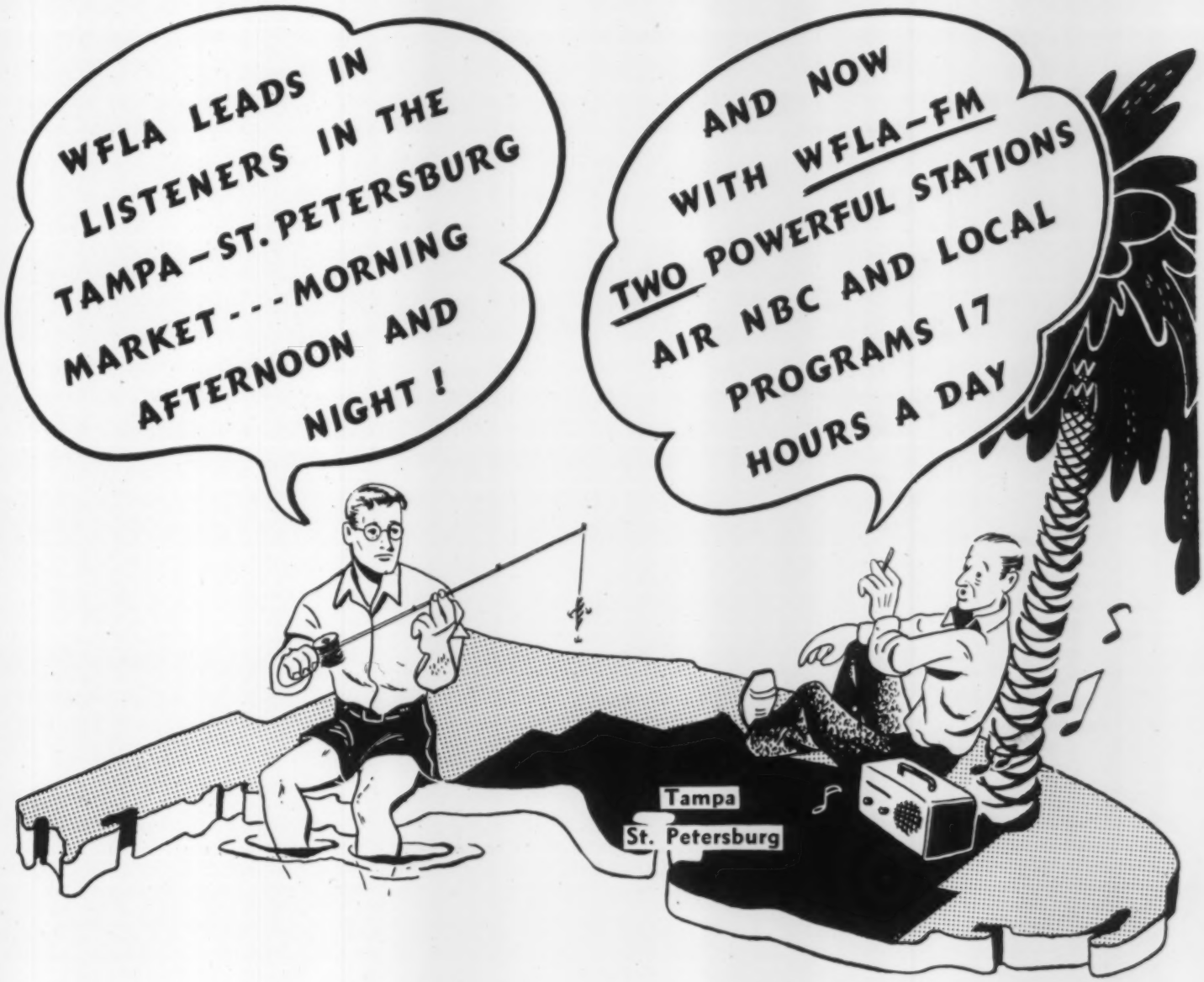
Others named to take part are D. W. Thornburgh, vice president in charge of CBS Western Division, Julius Brauner, CBS general attorney and secretary; William Lodge, CBS director of general engineering; Harry S. Witt, assistant general manager of KNX Hollywood; Nathan L. Halpern, assistant to President Frank Stanton, and Richard Salant, attorney in the law firm of Rosenman, Goldmark, Colin & Kaye.

WWXL on Fulltime

WWXL Peoria, Ill., begins fulltime operation today (May 24) with 1 kw on 1590 kc. Station claims to have established a new record in completing and tuning a three-tower directional array with both day and night patterns in 16 days. Task was accomplished with the cooperation of Ring & Clark, Washington consulting firm.

RADIO BUREAU of New York State Dept. of Commerce has sent radio packets to all New York stations containing station breaks, stand-bys, other announcements, and a promotion pamphlet titled "Vacation Guide to New York State."

THE NUMBER II
INDUSTRIAL CENTER
IN ILLINOIS
ROCKFORD *
ILLINOIS
WROK → Leads In Listening
→ Affiliated With ABC
→ Represented By Headley-Reed
MORNING
AFTERNOON
EVENING
*1947 Retail Sales in Winnebago County Totalled 149-Million


WFLA LEADS IN LISTENERS IN THE TAMPA–ST. PETERSBURG MARKET - - - MORNING AFTERNOON AND NIGHT !
AND NOW WITH WFLA–FM TWO POWERFUL STATIONS AIR NBC AND LOCAL PROGRAMS 17 HOURS A DAY
Tampa
St. Petersburg

WFLA-FM went on the air Sunday, May 9th, operating with 10,000 watts, 17 hours a day.

Now **all** WFLA programs, sponsored and sustaining, NBC and local, are broadcast over both WFLA and WFLA-FM.

These programs which have brought TOP hooper ratings* to WFLA in every time segment—MORNING, AFTERNOON and EVENING—are now available to an estimated 100,000 additional prospects in south and central Florida.

For maximum coverage, for most listeners, for **double-barreled impact** in the heart of Florida's richest, most heavily populated trade area, you need WFLA and WFLA-FM.

*Latest Hooper Reports available upon request.

The Tampa Tribune Station

WFLA • WFLA-FM

National Representative, JOHN BLAIR & CO. • NBC AFFILIATE • Southeastern Representative, HARRY E. CUMMINGS Jacksonville, Fla.

WOC

FIRST in the QUAD Cities

The 40th retail market

DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"FIRST to broadcast regular 'daily dozen' programs."

WOC WOC-FM
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Col. B. J. Palmer, Pres.
Buryl Lottridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

NEW office and studio building (above) is planned by Broadcasting Corp. of America for its television station KARO Riverside, Calif. Corporation, which operates KPRO Riverside, 1-kw fulltime AM outlet, also has leased a two-story building for new radio and television studios at 483 E St., San Bernardino.

Mobile 'Press Register' AM, FM Stations Start

WABB and WABB-FM Mobile, Ala., were slated to begin operations about May 20, WABB operating with 5 kw fulltime on 1480 kc and WABB-FM with 50 kw effective radiated power on Channel 300 (107.9 mc). WABB is an MBS affiliate. Stations are owned by *Mobile Press Register*.

Vice president and general manager is William J. Hearin Jr. Other key staff members include Anthony Leighton, program director; Carrol Gardner, director of advertising; William H. Murphree, director of engineering, and Starr Smith, director of news broadcasts.

Western Electric speech input equipment and transmitters are used throughout. Four transmitting towers, five miles north of Mobile, range in height from 200 to 385 feet. Studio installation in Mobile's Radio Center in the Press Register Bldg. [BROADCASTING, Nov. 3, 1947] includes theatre studio, two other studios, master control room, a second control room for FM, a news room, two announcer booths and business offices.

WLAL (FM), New Outlet In Ohio, Gets Underway

WLAL (FM) Lakewood, Ohio, held its formal opening May 14. Station is on Channel 285 (104.9 mc) with 580 w.

Permittee is United Garage & Service Corp., owners of WINK Ft. Myers, Fla. United Garage operates taxicabs in Cleveland, Akron and Canton and owns High Level Motors Inc. President is Arthur B. McBride, also owner of Cleveland Browns football team. With his son, Arthur B. Jr., he owns 50% of permittee corporation. Harry and Daniel Sherby own 25% each. Application by the corporation for an AM station in Lakewood was dismissed without prejudice in September 1947.

KTLN Takes the Air

KTLN Denver, 1-kw daytime station on 990 kc, went on the air May 16, with open house held at the station 2-4 p.m. Alfred M. Landon, former Kansas governor and one-time Presidential nominee, is president and owner of the new station. Studios are in Denver's Park Lane Hotel.

STUDIO IN RESIDENCE

WILE Cambridge, Ohio, Solves Its 'Housing' Problem

WHEN IT CAME to finding a location for studios and offices WILE (Land-O-Lakes Broadcasting Corp.) Cambridge, Ohio, solved the problem by setting up in a huge house in the residential section.

First floor is used for executive and business offices and the second floor for the broadcasting operation. There are three large studios and a control room as well as news, music, announcing, production and continuity departments. Offices for the engineering staff are on the third floor.

Key staff members include Howard A. Donahoe, formerly with WCOL Columbus, vice president of the corporation and manager of the station: Richard F. Rose, previously on the news staff of Cambridge's *Jeffersonian*, commercial manager; Wesley C. Randles, former chief engineer of WSUN St. Petersburg, Fla., chief engineer; John R. Russell, former NBC artist, program director; and Howard G. White, formerly with WCOL and WCOL-FM, chief announcer.

Station started daytime operation April 9 on 1270 kc with 1 kw.

* * *

WILE's Home.

'Voice' Adds Listeners

INCREASE of four or five times in the number of Czech listeners to "Voice of America" broadcasts since the Communist coup in that country has been disclosed by George V. Allen, Asst. Secretary of State for Public Affairs. Speaking before the Pacific Regional Conference of UNESCO in San Francisco, Mr. Allen said "friendly sources" had brought the information to Washington.

KLX-FM Oakland, Calif. Now on Air on 101.3 mc

KLX-FM, owned by the *Oakland* (Calif.) *Tribune*, is on the air on Channel 267 (101.3 mc). Inaugural program on May 3 featured talks by J. R. Knowland Jr., president of the new FM outlet and its sister station, KLX (1 kw fulltime on 910 kc) and assistant publisher of the *Tribune;* Mayor Joseph E. Smith of Oakland, and James L'Hommedieu, president of Oakland Chamber of Commerce.

For 17 of the 18 hours it is on the air daily, KLX-FM is duplicating KLX programming, according to Glenn Shaw, general manager of both stations.

Key staff members of KXL also are serving in similar capacities for KXL-FM. These staffers include, in addition to Mr. Shaw, H. R. Gaisford, commercial manager; Jerry Morton, program director, and Roswell Smith, chief engineer.

Radio and Screen Stars Will Open MGM Station

KMGM Los Angeles, FM outlet of Metro-Goldwyn-Mayer, will formally take the air May 27 with gala lineup of radio and screen stars as well as civic leaders, according to William F. MacGrystall, general manager.

Starting at 3:30 p.m., personalities to participate include: Andy Russell, Margaret Whiting, Martha Tilton, Buddy Clark, Dinah Shore, Doris Day, Dick Haymes, The Andrew Sisters, Bob Carroll, Beryl Davis, Tony Martin, Phil Harris, Art Lund, Helen Forrest, Kathryn Grayson, Johnnie Johnston.

From New York, Ted Husing will broadcast from WHN, sister station, as m.c. of 30 minutes featuring radio and stage stars from that city.

As program policy, KMGM will feature news and music from mid-afternoon to late evening.

CONSTRUCTION of new 50,000-w AM transmitting plant is under way at WHDH Boston, with operations from it to begin in early fall.

PHILADELPHIA'S No.1 Sports Station

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.

Western Electric

54A Clover-Leaf Antennas

Springing up all over!

BECAUSE . . .

The 54A is mechanically sturdy.
The welded steel tower has ample safety factor to withstand high wind velocities.

It's easily erected.
That's the result of its simplified construction! Each lightweight, 10-foot section is a complete welded unit—and the sections are quickly and easily fastened together with steel drive-bolts.

It's highly efficient.
To provide maximum radiation for the assigned frequency, each antenna is tailor-made by the erection crew—merely by following simple instructions for spacing of radiating loops.

For complete information on the Western Electric 54A Clover-Leaf, call your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

Distributed by GraybaR — OFFICES IN 95 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

ASCAP Report

(Continued from page 23)

year in order to preserve your rights. If you let the 90 day notice date prior to the anniversary of your contract pass and do not exercise your right to switch, you will no longer have such a right during the renewal term of the contract."

Although his warning was not intended as a suggestion to broadcasters to switch over, Mr. Streibert said he strongly urged operators to make certain that "you are satisfied with your present form and contract and do not let your right to switch over pass without knowing it." He repeated that he was not recommending a changeover. He did, though, strongly recommend that broadcasters find out what is in their best interests and "take nothing for granted."

NAB Music Advisory Committee has requested of ASCAP an extension of this right to switch over in the renewal term, Mr. Streibert said. It has been refused on ground that broadcasters were originally given the changeover right in order to permit them to determine which basis of payment was best for them, he stated.

"ASCAP's position is that 9 years ought to be long enough. Also, ASCAP wants to have the greater stability from the certainty of what its basis of payment is to be during the succeeding 9 years. Before any final settlement is concluded, we will renew our request for this extended right of switchover in the renewal period. So far we have been given no hope that it will be granted."

Broadcasters were advised by Mr. Streibert that if enough notices of intended changeovers are received by ASCAP they may be inclined to re-examine their position.

"Your committee has consistently held that if the right to change is continued, broadcasters would undoubtedly go along pretty much as is, but that if the right ceases, then it may result in a movement to change to per program type contract in order to get under the wire and gain experience.

Changes Anticipated

"If you should change now and if another anniversary date of the commencement of your contract occurs before Dec. 31, 1949, you would of course have the right to change back again. Your committee has no way of knowing what is best for you."

Touching on television negotiations with ASCAP, Mr. Streibert said the broadcasters sub-committee, under chairmanship of Bob Myers of NBC, has just started to function. The problem is difficult, complicated and probably will take a long time to work out, he declared. ASCAP now construes its grant of television rights from members as expiring on Dec. 31, 1948, he understood.

"Television rights are now granted to broadcasters subject to cancellation by ASCAP on 30 day notice. There are many problems and questions concerning the rights which ASCAP will be able to obtain from its members in the future. Then the question of what will be considered a dramatic performance, to be specially licensed and priced in each individual case, has to be negotiated. There are difficult basic problems involved."

With emotional atmosphere that once existed now eliminated, Mr. Streibert said that basis of across-the-table negotiations with ASCAP has been established. Tabbing it a healthy state of affairs for ASCAP and the broadcasters, he expressed hope for a happy conclusion.

"I think they have learned a good deal from us. They have also learned of our good faith and desire to be fair. On the other hand we have found that the ASCAP of today has many problems of its own because of its composite membership. ASCAP has gone a long way, in our opinion, to see our point of view and understand our problems.

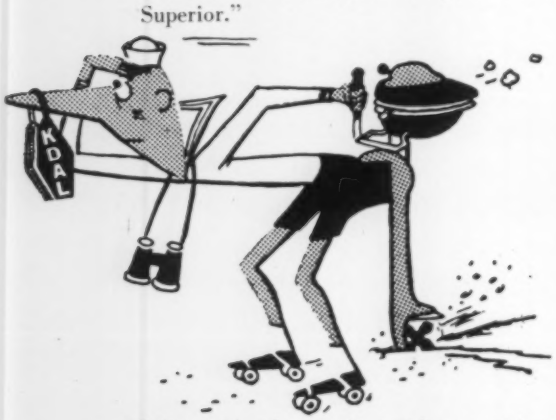
"Your music committee is doing its best to create out of its negotiations a position for the industry which is consistent with its importance to ASCAP. This requires patience, understanding, firmness, recognition of what is essential, and a stature and dignity that befits the industry. I know that ASCAP already has gone farther than ever before in its concern for cultivating favorable industry relations.

"We hope we can accomplish the fair settlements we are now working on, and even more important, that we establish such a level of negotiating position and relationship with ASCAP as will keep the industry in the favorable position to which it is entitled indefinitely in the future."

PLANTING?

DULUTH, MINN.—"Want to plant your sales message in the minds of north country buyers?" asks Otto Mattick while joy-riding with his twin-board ratchet.

"Don't dig deep and buy a string of stations. KDAL is all you need. For years sales stories sown by KDAL have brought big yields. The Fall-Winter Hooper proves how KDAL dominates listening in Duluth-Superior."



Quit worrying furrows in your brow over how to get a rich harvest in the north country. Let Avery-Knodel Inc. show you why KDAL is your solution.

New TV Receiver Plant Site Acquired by DuMont

ACQUISITION of a new television receiver plant site in East Paterson, N. J., where current production is expected to be tripled by the end of 1948, was announced last week by the Allen B. DuMont Laboratories.

The site, a part of the former Wright aeronautical plant, was acquired from the War Assets Administration in order to centralize DuMont operations. The new unit also will house the firm's new cathode-ray tube plant.

DuMont's transmitter division will move from its present location at 42 Harding Ave., Clifton, N. J., to the space formerly occupied by receiver production at the Main Ave. plant in Clifton.

It is hoped that eventual receiver output will reach 29,000 sets a month, DuMont said.

TALENT MEETS affiliate as Abe Burrows (l) star of his own CBS program, meets Hugh Terry, general manager of KLZ Denver, at the NAB L. A. convention.

WNBQ TV-FM ANTENNA TO BE ERECTED SOON

LATEST step forward in NBC's television plans for Chicago was announced last week by Raymond F. Guy, NBC manager of radio and allocations engineering, who revealed that installation of WNBQ's TV-FM antenna atop the Chicago Civic Opera Bldg. is expected to begin in the near future.

Mr. Guy and O. B. Hanson, network vice president and chief engineer, conferred with Howard Luttgens, chief engineer of the Central Division, on the progress of construction of video facilities in Chicago. Preliminary work at the transmitter site on the 42nd and 43rd floors of the Opera Bldg. has been underway for several months.

The WNBQ transmitter has been delivered in the East to NBC by RCA's plant in Camden, N. J., according to Mr. Guy, and the equipment will be shipped to Chicago soon. WNBQ will have radiating power of 22.5 kw and will operate on Channel 5. A 70-ft. antenna mast for the combination TV-FM transmitter will tower 631 feet above street level.

WNBQ will be the nucleus of NBC's midwestern video network, and is expected to be in operation sometime this fall [BROADCASTING, Feb. 9].

WESTINGHOUSE HOME RADIO DIV. has announced price reduction ranging from $20 to $125 on a table model and four console radios, so that consumers at all income levels may benefit.

RESULTS?

THAT'S US!

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.,

350 Madison Ave., New York

WINX COVERS WASHINGTON

Yes...

NOW three AM transmitters (one in the District of Columbia; another in Arlington, Va., and a third between Chevy Chase and Silver Spring, Md.) simultaneously broadcast all WINX programs at 1340 on the dial.

This concentrated coverage is why clients and listeners alike are more and more turning to the new "triple" WINX.

YOU CAN COVER WASHINGTON WITH

WINX

THE WASHINGTON POST STATION • REPRESENTED BY HEADLEY-REED

JOHN S. HAYES, *General Manager* • CHARLES W. TRIPPE, *Commercial Manager*

WATV NEWARK BEGINS REGULAR TELECASTING

WATV Newark, N. J., television station of the Bremer Broadcasting Corp., began a regular program schedule at 4:10 p.m. Saturday, May 15, telecasting horse racing direct from Garden State Park, Camden, N. J.

The station, which has transmitted test patterns on Channel 13 (210-216 mc) for several weeks, makes the fourth video outlet operating in the New York metropolitan area.

For the first few weeks WATV is telecasting Wednesday through Sunday beginning at 4 o'clock, but thereafter will increase its schedule to daily programs beginning at 3 p.m. It is serving as the area's ABC outlet until WJZ-TV New York facilities are completed this fall.

Telecasts scheduled are: 4:45 p.m., *Musical Varieties;* 5 p.m., *Junior Frolics;* 6 p.m., western feature; 7 p.m., *Camera Highlights;* 7:45 p.m., feature film and short subjects, and 9:30 p.m., *Hayloft Hoedown.*

WATV's transmitter is located atop a West Orange mountain. Studios are in Television Center (formerly the Mosque Theatre Bldg.) in Newark.

WGBS Miami has started daily radio column as advertisement in Miami Beach Evening Sun.

THREE FORMER FCC chairmen were guests of honor at Radio Executives Club of New York luncheon May 6 [BROADCASTING, May 10]. With William S. Hedges (second from l), NBC vice president and retiring REC president, are (l to r) James Lawrence Fly, Paul Porter and Charles R Denny, now NBC vice president.

CANADIAN TV

CBC Board to Act on 3 Video Station Pleas

By JAMES MONTAGNES

THREE APPLICATIONS for television station licenses were to be heard by board of governors of Canadian Broadcasting Corp., meeting at the Windsor Hotel, Montreal, May 18-19. Al Leary, former part-owner of CHUM Toronto, is first applicant for a Canadian TV license. He is requesting 30 kw on Channel 10. CHML Hamilton is applying for 19 kw on Channel 5, and CKEY Toronto for 27.8 kw on Channel 8.

Canada has not yet announced what TV channels or frequencies it will use. Canadian and U. S. governments are understood to be negotiating on the matter.

CBC will not apply for a TV license for Montreal or Toronto at the board session, but is applying for an AM station at Sydney, N. S.

Also to be heard is application of Canadian Assn. of Broadcasters to lift price mention regulation. CAB at its annual meeting at Quebec [BROADCASTING, March 15] decided to apply again for elimination of regulation 10b, under which no prices have been allowed to be mentioned in commercial programs.

A complaint by Gordon Henry, recently resigned as manager of CJCA Edmonton, "regarding activities of the licensee of CJCA and request for recommendation for cancellation or non-renewal of license to present licensee also will be heard by the CBC board.

Ask New AM Stations

Applying for new AM stations are B. Allen Heeney at Geraldton, Ont., 250 w on 1240 kc; A. E. Dobbie at Smith Falls, Ont., 250 w on 1240 kc; Gerard Moreault at Hull, Que., 250 w on 1240 kc; L. W. Flett at Newcastle, N. B., 250 w on 1340 kc; La Societe Radio-La Tuque at La Tuque, Que., 250 w on 1340 kc; Fernand Levesque at Roberval, Que., 250 w on 1230 kc; C. W. Warner and associates at Smith Falls, Ont., 250 w on 1490 kc; and CBC at Sydney, N. S., 1 kw on 1570 kc.

FM station applications are in for the Southam Co. Ltd., owner of *Vancouver Province*, evening daily at Vancouver, B. C., 344 w; Quebec Le Soleil, evening daily at Quebec City, 7.06 kw; Board of Education, Hamilton, Ont., educational station with 390 w; CKNW New Westminster, FM station of unstated power; and CKLW Windsor-Detroit, for temporary license to operate 250-w FM station till such time as station can implement its authorization for 3-kw station.

CBC board also will hear applications for a number of share transfers and changes in licensee corporate names, including CJFX Antigonish, N. S.; CHVC Niagara Falls, CKOK Penticton, CJOY Guelph, and CKCR Kitchener. CHNO Sudbury is applying for change in control of licensee company, Sudbury Broadcasting Co. Ltd., from G. M. Miller to B. F. Ricard.

Emergency transmitter licenses are being asked by CHNS Halifax and CJAT Trail. Power increases are being requested by CJAD Montreal, CKNW New Westminster, and CJBR Rimouski.

N. Y. Critics Circle Presents Citations

Group Regrets Durr's Leaving Commission Post

ISSUING its first annual statement last week on radio and television, the recently organized Radio-Television Critics Circle of New York cited networks and a few independent stations for "outstanding service" during the year.

The Circle also expressed regret for the impending departure of Clifford Durr from the FCC, naming him a "symbol of public service ideals for radio."

Other citations went to the following: New developments, *Child's World* and *Candid Microphone* on ABC; network's relationship to the community in terms of public service, responsibility, information and entertainment, *CBS Is There* (now *You Are There*), *Doorway to Life*, Documentary Unit, *CBS Views the Press*, all CBS.

WNEW New York was again praised for its tolerance jingles, *Little Songs on Big Subjects.*

NBC Praised

NBC was cited as doing the most to promote television, with *Theatre Guild, Kraft Theatre, NBC Symphony, Author Meets the Critics* and *The Nature of Things* given as examples.

Other video features mentioned were CBS sports programs, DuMont's *Court of Public Opinion* (now the *Court of Current Issues*). Dennis James was named as an outstanding new personality in television's announcing field.

The Circle blamed immaturity of video entertainment and its "failure to attract discriminating viewers with a more generous portion of educational and public service features" for retarding television's progress.

The Eternal Light, NBC, and *Greatest Story Ever Told*, ABC, were mentioned for "combining inspirational messages with entertainment."

Comedy shows were generally criticized, although the Circle lauded *Mr. Ace and Jane* and Abe Burrows, both CBS.

Radio Newsreel on MBS was cited by the Circle, which also deplored the "gradual elimination of politically liberal commentators and the tendency of radio broadcasters to give a one-sided interpretation of the news."

ABC was praised for its documentary on venereal disease.

DO NOT DISTURB

—unless you're ready for action! The apparently docile javelina of South Texas is easily aroused. When hunters want thrills—and FAST ACTION—they go javelina hunting in South Texas.

THE MUTUAL STATION

SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION ★ MUTUAL and TSN ★ REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

LAREDO RESIDENTS ARE ACTIVE, TOO!

Your sales message gets action in the Laredo market, too! Because the more-than-115,000 potential buyers can be reached only through KPAB—Laredo's ONLY radio station. And KPAB is on the air 18 hours daily—with the best Mutual programs.

You can SELL in Laredo—when you saturate the market with KPAB.

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

LINOLEUM BLOCK PRINT OF VIRGINIA TOBACCO FARM BY CHARLES W. SMITH FOR WRVA

Home of the fragrant weed . . . .

The agriculture of tobacco, which had its earliest start in the cradle of America, Jamestown, Virginia, is now the nation's 4th crop . . . and VIRGINIA ranks 4th of all the states in its production, with a 1946 crop value of $75,533,000! With over 90% of the nation's entire tobacco produced in the South, smoke dreams turn into sales facts when you reach the billion-dollar market which hears and heeds the Voice of the South . . . WRVA . . . 50,000 watts . . . represented by Radio Sales.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK

WRVA

Bill Provides for Business Censuses Every 5 Years

CENSUSES of manufacturers, mineral industries and other businesses, including the distributive trades, service establishments, and transportation will be compiled and published every fifth year beginning in 1949 under terms of a bill approved by the House Post Office & Civil Service Committee.

The bill, HR-6208, authored by Rep. Harold C. Hagen (R-Minn.), provides further that each census shall relate to the year immediately preceding the one in which it is taken.

An exception is made in the matter of a manufactures census. Under terms of a special appropriation voted by the last session of Congress, the census of manufactures is being taken in 1948 and will not be repeated in 1949. But it will be taken every five years thereafter along with the others.

RCA Film Recorder

A NEW 35mm magnetic film recorder developed by RCA was announced last week at the Society of Motion Picture Engineers Semi-Annual Convention in Los Angeles. Designed to handle 35mm film it may be installed in existing recording and reproducing channels, making it unnecessary to purchase complete and separate magnetic recording equipment.

WWOD

Lynchburg's First Regional Station

WWOD covers the rich Central Section of Virginia. The Heart of this prosperous area includes Lynchburg, noted educational and industrial center, and Campbell County. Total population in WWOD's primary and secondary coverage areas: More than 216,000; radio homes, more than 35,000. Write us or ask the Walker Company.

Affiliated with MUTUAL

1000 WATTS • 1390 KC

JACK WELDON, Manager

Owned and Operated by

OLD DOMINION BROADCASTING COMPANY

LYNCHBURG, VIRGINIA

NATIONAL REPRESENTATIVE THE WALKER COMPANY

BMB FEE CUT

5% Reduction Effective July 1, Feltis Says

HUGH FELTIS, president of BMB, speaking at the NAB convention's Tuesday morning session, told broadcasters that there will be a 5% reduction in the bureau's subscription fees beginning with the new fiscal year, July 1. This reduction, he said, was made possible by operation economies. He revealed that there are now more than 600 subscribers to the service.

The effects of economic trends and the changing radio situation on research consumed major portion of his report.

"Advertising will have to be very effective to break down the growing consumer resistance to high prices and to move the mounting production of American industry," Mr. Feltis said. "This calls for research facts on which to base sound decisions.

"The need for facts is particularly acute in radio because radio has changed so radically in the past few years. New stations, FM and television, have reduced the ability of advertisers to base their judgments on past experience."

Advertisers are using the bureau's data not only to buy time but also are using it increasingly to get the greatest possible value from their advertising by merchandising their radio campaigns, he declared. Attention was called to the rising tide of retail radio advertising since the BMB reports and the value of the reports in developing this business.

Pointing to the rise of FM and television, Mr. Feltis declared that "BMB recognizes its responsibilities to these branches of the industry and is facilitating the measures of FM and television by offering combination subscription rates."

March 1949 Survey

Improvements and refinements that will be made in the March 1949 survey of station and network audiences were summarized by the BMB president. Included is the reporting of audiences in several hundred additional cities and data on frequency of listening, expressed perhaps as average daily audience to supplement total weekly audience figures, he said. Non-subscribers will not be shown in the 1949 reports, even as NS (non-subscriber) Mr. Feltis advised.

"There is no question of our moving forward," he declared. "The only questions concern the speed and direction of our growth. These matters are in your hands and those of the advertisers and agencies as represented on our board." He urged those attending the meeting to make their desires regarding BMB known.

"Just as advertising is essential to modern industry, so research is essential to radio," Mr. Feltis said in concluding his talk. "And just as advertising is an investment which pays for itself, so too is sound radio research. But to go forward we must move forward together — broadcasters, advertisers and agencies—through the use of research jointly formulated, jointly accepted, jointly used."

Durban of U. S. Rubber Is Slated to Head ATS

CHARLES DURBAN, assistant advertising director, United States Rubber Co., is slated to become president of American Television Society for the coming year. He is head of the official roster of officers selected by the ATS nominating committee, inclusion on which is tantamount to election. Other official nominees are: Halsey Barrett, DuMont Television Network, for vice president; Emerson Yorke, head of his own film studio, for secretary; Archibald U. Braunfield, CPA, for treasurer.

Committee submited eleven names for directors, with seven to be chosen at the annual election, to be held May 27 at a closed ATS meeting at New York's Advertising Club.

They are: Don McClure, N. W. Ayer & Son, retiring president; Edward Sobol, NBC; George Moskovics, CBS; Paul Mowrey, ABC; B. O. Sullivan, WPIX New York; George Shupert, Paramount Pictures; Charles A. Alicote, "Film Daily"; Warren Caro, Theatre Guild; Russel Woodward, Free & Peters; Fred Kugel, "Television" Magazine; Herbert Taylor Jr., Allen B. Du Mont Labs.

Toscanini Series May Become Autumn Co-Op

NBC Symphony Orchestra with Arturo Toscanini may be placed on a cooperative basis this fall, Burton Adams, NBC manager of cooperative programs, told network affiliate representatives at a workshop meeting May 12. If this is done, Mr. Adams said, the 13-week summer series with guest conductors would also be made available to affiliated stations on a cooperative basis in 1949.

The meeting was the first session of the three-day series. Thomas McCrary, NBC national program manager, said most summer sustaining shows will be dedicated to governmental or charitable campaigns.

Noran E. Kersta, director of television operations, described network's services to affiliated video stations.

GE TV Set

LOWEST-PRICED television receiver yet made by General Electric and the first to be made at its new Electronics Park plant in Syracuse was put into circulation last week. Known as model 810, the table model set has a list price of $299.50 in the East and uses a 10-inch direct-view picture tube with an aluminum-backed fluorescent screen. First shipment went to Buffalo, N. Y. distributor, but shipments to other areas are scheduled soon.

FAST-TALKING Garry Moore (l), star of NBC's "Take It or Leave It" and ABC's "Breakfast in Hollywood," holds attention of Chet Brouwer, N. W. Ayer & Sons Hollywood publicity director (second from l), Margaret Whiting, co-star of "Club 15" on CBS, and Frank Oxarart, head of network sales for CBS in Hollywood.

Radio to Urge Set Question in Census

WEIGHT of several key segments of the broadcasting industry will be thrown behind efforts to obtain a radio set-ownership question in the 1950 U. S. census [BROADCASTING, May 3].

NAB's convention in Los Angeles last week unanimously adopted a resolution calling on the board and NAB management to use all possible means to get questions in the decennial census covering AM, FM, television and facsimile set ownership. Individual broadcasters were urged to cooperate with the NAB in bringing the matter to the attention of members of Congress and state legislative bodies.

Pending before Congress is enabling legislation for the 1950 census though preliminary work already is under way at the bureau. Also pending are bills to authorize a census of business and manufacturing as well as a bill to provide funds for a separate housing census in connection with the 1950 decennial tabulation. The 1940 set count was taken in connection with the housing census.

Already lined up behind the move to obtain a 1950 set count are BMB, FM Assn., and Radio Manufacturers Assn. The RMA headquarters office has approved the campaign, and the matter will come before the RMA board next month.

WGNB (FM) Signs Hotels As Night Show Sponsors

WITH the signing in one recent week of five new contracts by leading Chicago hotels, WGNB (FM) Chicago currently is shaping its nightly 8:45-9 p.m. segment as the "hotel hour" by delving into the hotel field for commercial FM sponsors.

Hotels which recently signed contracts for weekly musical recorded programs were the Ambassador, Ambassador East and Sherman (for 52 weeks) and the Sheraton and Drake (for 13 weeks). College Inn Food Products signed also for a weekly program. Copy is institutional.

"New York's most dynamic radio station"

"A serious competitor of the biggest networks"

"Perhaps the most successful enterprise in radio"

"A fabulous operation"

Bouquets for Us...

mean New York's No. 1 buy for You–

TIDE
FORTUNE
COLLIER'S
VARIETY

Represented by John Blair & Co.

WINS 1130 ON YOUR DIAL

ON THE AIR 24 HOURS A DAY

IN CINCINNATI - - -

LOOK AT EACH OF THESE FOUR - - -

WCKY—Independent—50,000 Watts

Network Station B–5,000/1,000 Watts

Network Station C–5,000 Watts

Network Station D–250 Watts

FOR EACH OF THESE FOUR - - -

CINCINNATI METROPOLITAN AUDIENCE

CINCINNATI TRADING AREA AUDIENCE

OUTSIDE 10 STATE PLUS AUDIENCE

AND—COST.

INVEST YOUR AD DOLLAR WCKY'S-LY

XUM

In the Cincinnati METROPOLITAN Area - - -

(Based on Pulse March-April 1948)

Of These Four

WCKY is First, 8 AM–12 Noon, Mon.-Sun.
WCKY is Second, 12 N–5 PM, Mon.-Sun.
WCKY is First, 5 PM–7 PM, Mon.-Sun.
WCKY is Second, 7 PM–8 PM, Mon.-Sun.

In the Cincinnati TRADING Area — — —

(Based on Pulse, January Outside County Report)

Of These Four

WCKY ALONE maintains its share of audience.

In the 10 STATE OUTSIDE PLUS AREA — — —

(Based on BMB and Mail Response)

WCKY ALONE has proven*, consistent audience.

* *In the first four months alone of 1948, 452,133 direct sales orders from over 90% of the 856 counties in these ten states.*

And this WCKY CLEAR CHANNEL AUDIENCE AND COVERAGE
24 HOURS A DAY AT NO EXTRA COST!

L. B. Wilson

WCKY

CINCINNATI

New York Office: Thomas A. Welstead
Eastern Sales Manager
53 East 51st St.
Phone: Eldorado 5-1127

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

It Happened in L. A.

RADIO grew a dozen years in a dozen hours last week.

It happened at the NAB's 26th Annual Convention in Los Angeles.

A voluntary code for self-regulation was adopted, with a unanimity that flabbergasted its most ardent sponsors.

An entente cordiale with the FCC blossomed, and there was no stilletto concealed behind the foliage of the olive branch.

A successful start was made in the all-radio campaign to sell radio's selling power against the heavily subsidized campaigns of competitive media designed to check radio's march to the forefront of advertising.

It was a business meeting at which things were done. In two jam-packed days, President Justin Miller marshalled through the 1,000 voting-delegate convention a series of concrete actions that gave to radio a vastly increased stature as a profession and an art.

The crowning achievement of code approval, after the sanguinary embroglio of Atlantic City eight months earlier was challenged only by the heart-warming talk of FCC Chairman Wayne Coy, who five short months ago had left independent station management ranks to accept President Truman's call to return to public life. Mr. Coy, a former NAB board member, spoke his mind on all counts, but with a sincerity and an assurance that instilled new confidence in his erstwhile colleagues. There was nary a mention of the Blue Book, of regulation, or of profits.

"I know of no responsible person in the Government, including members and staff of the FCC, who favors Government operation," said Mr. Coy.

Because that came from a practical broadcaster, now at the helm of American radio regulation, delegates were satisfied. They felt radio regulation was in good hands. For the first time in years there was no finger-shaking.

All broadcasters didn't agree with everything that Mr. Coy had to say. He foresaw FM as inevitably replacing AM in sound broadcasting "within a generation." A couple of hours later, a showing of hands by those in AM and FM revealed that operators felt it is about 10 to 1 that FM won't replace AM.

But Mr. Coy, in the show business vernacular, "brought down the house." And he deserved it.

In adopting a self-regulation code, the membership gave to Judge Miller a personal vote of confidence. For code approval is the keystone of the NAB president's pledged campaign to achieve for radio a professional status that will lift it above the innuendos and the calumnies heaped upon it by those who would have it shackled as a kept agency of Government. The next step is code observance, and the machinery already is in motion by virtue of NAB board action.

It was significant that Ted Cott, of WNEW New York, who had spearheaded the independent opposition at the acrimonious Atlantic City sessions, himself moved the resolution urging board promulgation.

It took time, patience and fortitude. Hark back to the Chicago Convention of October 1946, when CBS Board Chairman William S. Paley sounded the first call for program reform by voluntary means. Even before the Atlantic City Convention got under way last September NBC President Niles Trammell had ram-rodded through an NBC affiliates convention a code basically similar to that which threw the NAB convention into a tail-spin.

The rest is history.

It may have been accidental that the All-Radio campaign to sell radio inspired by Vic Ratner, of CBS, and so ably backed up by Gene Thomas of WOR and Gordon Gray of WIP, should have converged with the code at the same convention. The two projects run hand in hand.

"Radio Has Been Strangely Silent" was the theme used to stimulate thinking about radio's potency as a medium. And radio likewise had been "strangely silent" as do-gooders and competitors lambasted it for the omissions of the marginal operators.

The code means better business. The All-Radio campaign spells more business. The two are inextricably interwoven. The All-Radio campaign means contribution by all in radio of $200,000. The code means all-industry contribution of good conscience, and service.

The combination underscores and underwrites Wayne Coy's crowning comment:

The future of American radio must be planned and fashioned within the present formula of operation by private enterprise.

R NAB

AT LONG LAST, the NAB has found that right combination—a top level two-day management convention with the engineering or any other timely phase appealing to specialized elements handled separately.

That was the story at Los Angeles. Compare it with the four-day talkathon of Atlantic City just eight months earlier.

The wisdom of Howard Lane's Convention and Programming Committee in espousing this plan is evident. Two days of high level, high speed ownership-management sessions accomplished infinitely more than the double features of the past. Pardon us if we observe that we urged this method even before the Atlantic City fiasco.

Of course, the Los Angeles setting, the super-efficient manner in which the Southern California Broadcasters Assn. handled arrangements, and the pre- and post-convention social activity was responsible in large measure for conditioning of delegates. Hotel arrangements were exemplary. Harry Maizlish ought to get a Croix de Radio with crossed microphones and Bill Beaton a medal from the L. A. Chamber of Commerce. All of the SCBA members rate radio's thanks.

Take It Easy

AT NAB'S Convention in Los Angeles last week, there were lots of old-timers—men who had put their own stations on the air in the last quarter century. But there were more newcomers—new AM'ers, FM'ers, TV'ers.

Absent, since the Atlantic City sessions, were a substantial number of radio's sourdoughs—old-timers at 45 or 50. We won't name names. Some have gone to that radio Valhalla. Others didn't make it to L. A.—on doctor's orders. Radio is in their hearts, but their hearts couldn't take it.

Let's face it. There's a younger generation. Radio was a young man's game. It still is for the younger man. By and large, the juniors are well-equipped. Let them handle more of the load. Let's be wiser by gradually and gracefully becoming "elder statesmen."

As arts and industries go, radio is a "young" business. It has done wonders. It has broken records. Let's not break the mortality records.

So let's take it easy.

Our Respects To —

ROBERT SAUDEK

RADIO has been accused in some quarters of keeping the vital issue of American Communism under wraps. That notion is scheduled to be broken in a few weeks by ABC with a three-part documentary broadcast, *Communism in America.*

Never a network to back away from a current topic merely because it was plastered with "Danger—High Explosives" warnings,—network's April 29 documentary on "V.D." was warmly praised—ABC will pull no punches in its study of U. S. Reds, advance information indicates. The three sections of *Communism in America* are subtitled *A Blueprint of U. S. Communism, Party in Action—How to Start a Revolution,* and *Psychoanalysis of a Communist.*

The man behind this series, as well as the "V.D." study, is Robert Saudek, ABC's vice president in charge of public affairs and one of radio's fanciest skaters on thin ice. In overall charge of the network's documentary production, Mr. Saudek also was ringmaster for *Hiroshima, Slums* and *Schoolteacher-1947.*

A career man who had spent all of his working life in radio, Mr. Saudek well remembers the time, a scant dozen years ago, when the mere mention of "veneral disease" was enough to cut a speaker off the air. This happened on a major network to the late Gen. Hugh (Ironpants) Johnson, he recalls. It was as though the letters "V.D." stood for a rival network.

ABC and Mr. Saudek deserve great credit for helping to break the taboo against speaking out on the subject. Erik Barnouw, an outstanding radio writer and dramatist who is also radio consultant to the U. S. Public Health Service, was commissioned to write the script. ABC Newsman George Hicks was sent on a tour of VD wards with a wire recorder, interviewing patients and gathering first hand data.

As Mr. Saudek sees it, doing a documentary broadcast doesn't end with presenting or dramatizing the facts of an issue. In *V.D.,* in *Slums,* and *Schoolteacher,* ABC went on to outline concrete courses of action, or solutions for whatever problems were posed. Wherever possible, expert testimony supported these suggestions. The network's affiliates were encouraged to follow the documentaries through on the local level, particularly with the *Slums* story.

Mr. Saudek's network title doesn't prevent him from taking an active part in all phases of documentary production. "This is just what

(Continued on page 60)

XUM

It pays to know

WOV's 5 Audited Audiences

IT PAYS TO KNOW... **AUDITED AUDIENCES, WOV's answer to today's challenge to radio tells you who listeners are, where they live and shop, what they earn, spend and buy, what they like and dislike, how many own telephones, the average size of their families.**

See how alert advertisers are taking the guess out of buying with WOV's 5 Audited Audiences—each the result of a continuing, penetrating, accurate listener survey called SMI, Specific Market Information. It pays to know, you too can take the guess out of buying. Get the facts today on...

5 AUDITED AUDIENCES

Ralph N. Weil, General Manager, The Bolling Company, National Representative

★ **WAKE UP NEW YORK** *with Bill Williams*
★ **1280 CLUB** *with Fred Robbins*
★ **BAND PARADE** *with Bill Gordon*
★ **PRAIRIE STARS** *with Rosalie Allen*
★ **ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.** *More than the combined population of Baltimore and Washington.*

WOV
NEW YORK

Three Cities Rate Newscasts on Top

Lead Daytime Shows, Pulse Finds, In Chicago, Boston, Cincinnati

NEWSCASTS dominated the top ten local daytime shows in Boston, Cincinnati and Chicago, three of the four cities surveyed by The Pulse Inc., during March-April. In the fourth city, Philadelphia, the leading program type was record shows.

Following are the results of The Pulse study:

BOSTON	Program average of all ¼ hour ratings
News, 6-6:15 p.m., WNAC	6.5
News, weather, 7:45-8 a.m., WEEI	6.4
Geoffrey Harwood, news 6-6:15 p.m., WBZ	5.6
Life's Sweetest Music, 6:30-6:45 p.m., WEEI	5.5
Beantown Varieties, 8:30-9 a.m., WEEI	4.7
Breakfast in Boston, 9-9:30 a.m., WEEI	4.7
9 o'Clock News, 9-915 a.m., WNAC	4.5
Food Fair, 9:30-9:45 a.m., WEEI	4.5
Rhyme Does Pay, 9:45-10 a.m., WEEI	4.5
Priscilla Fortescue, 5-5:45 p.m., WEEI	4.2
CINCINNATI	
50 Club, 12-12:30 p.m., WLW	8.8
Daily Hit Parade, 6-7 p.m., WCKY	7.8
News—McCarthy, 12 noon, WKRC	7.6
Morning Matinee, 8:30-9:30 a.m., WLW	7.4
News, 6:15-6:30 p.m., WLW	7.1
News—McCarthy, 6-6:15 p.m., WKRC	6.9
News—McCarthy, 5-5:15 p.m., WKRC	6.8
Ernie Lee, 1-1:15 p.m., WLW	6.8
News, markets, 12:30-12:45 p.m., WLW	6.8
News, 8-8:15 a.m., WCPO	6.8
PHILADELPHIA	
For Women Only, 11:30-11:45 a.m., WCAU	8.0
Band of the Day, 5:30-5:45 p.m., WPEN	6.1
950 Club, 3-5:30 p.m., WPEN	5.8
Danceland*, 6-7 p.m., WIBG	5.7
News, weather, 7:30-7:45 a.m., WFIL	5.6
Brady Bandwagon, 5:45-6 p.m., WPEN	5.5
Asco Rings the Bell, 10:15-10:30 a.m., WCAU	5.4
Alwyn Bach, news, 6-6:15 p.m., KYW	5.0
Spotlight Show, 2:30-2:45 p.m., WCAU	4.9
Let's Have Fun, 10-10:15 a.m., WCAU	4.9
CHICAGO	
J. Bentley, news, 12:30-12:45 p.m., WBBM	7.6
J. Harrington, news, 5:15-5:30 p.m., WBBM	6.0
J. Harrington, news, 8-8:15 a.m., WBBM	5.3
Telephone Quiz, 6:15-6:30 p.m., WGN	5.2
Paul Gilison, 4-4:30 p.m., WBBM	4.8
WBBM Editorial of News, 9-9:30 a.m., WBBM	4.7
News, 7:15-7:30 a.m., WBBM	4.6
Listen to Cliff, 7:30-8 a.m., WBBM	4.6
News, 5-5:15 p.m., WBBM	4.4
The 400 Hour, 7-8 a.m., WMAQ	4.3

*Continued after 7 p.m., but these ratings are not included in the program average quoted above.

Cleveland TV Sets

ACCORDING to a survey of television set distributors, over 3,400 television sets are now in operation in the area served by WEWS Cleveland, Scripps-Howard TV outlet. Of the sets, 2,311 are reported to be in homes and 905 in public places. One hundred and eighty-six sets were reported assembled from television kits.

Nielsen Radio Index Top Programs

REPORT WEEK OF APRIL 4-10, 1948

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-a-week, 15-60 Min.; Type E-5: Evening, 2 to 5-a-week, 5-30 Min.; Type D-1: Day, Sat. or Sun., 5-60 Min.; Type D-5: Day, 2 to 5-a-week, 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Lux Theatre	31.3	−2.1	1	2	Lux Theatre	22.4	−3.4
	2	10	Truth or Conseq.	26.5	+2.2	2	1	McGee & Molly	21.4	−5.1
	3	2	McGee & Molly	25.8	−4.2	3	3	Amos 'n' Andy	20.8	−2.9
	4	3	Amos 'n' Andy	25.4	−3.3	4	11	Truth or Conseq.	20.5	+1.7
	5	9	Fred Allen	24.0	−1.1	5	7	Godfrey's Scouts	19.6	−0.7
	6	8	Godfrey's Scouts	23.9	−2.0	6	9	Fred Allen	19.4	−0.5
	7	6	Bob Hope	23.8	−3.0	7	10	Jergens Journal	18.4	−1.4
	8	4	Fitch Bandwagon	23.6	−4.1	8	5	Bob Hope	18.2	−3.0
	9	NR	Life of Riley	23.5	+3.8	9	6	Jack Benny	17.2	−3.8
	10	11	Your Hit Parade	21.9	−2.0	10	NR	Life of Riley	16.6	+1.6
	11	7	Jack Benny	21.4	−4.8	11	12	My Friend Irma	16.5	−2.1
	12	5	Charlie McCarthy	21.1	−6.2	12	4	Charlie McCarthy	16.3	−5.6
	13	14	Jergens Journal	21.0	−1.5	13	8	Fitch Bandwagon	16.2	−4.0
	14	12	My Friend Irma	21.0	−2.6	14	20	This is Your F.B.I.	16.1	+0.3
	15	19	Kraft Music Hall	21.0	+0.3	15	16	Your Hit Parade	15.9	−1.3
	16	NR	Judy Canova	20.6	+2.0	16	15	Mr. District Atty.	15.9	−1.5
	17	17	Date with Judy	20.6	−1.5	17	NR	Aldrich Family	15.4	+1.3
	18	NR	Aldrich Family	20.5	+1.9	18	14	Red Skelton	15.1	−2.7
	19	NR	Man, Merry-Go-Round	19.9	+0.8	19	18	Mr. Keen	15.0	−1.8
	20	20	This is Your F.B.I.	19.8	−0.4	20	19	Screen Guild Players	14.8	−1.1
E-5	1	1	Lone Ranger	17.8	0.0	1	1	Lone Ranger	14.1	+0.3
	2	2	Bill Henry News	12.6	−0.9	2	2	Bill Henry News	11.5	−1.0
	3	3	Edward R. Murrow	10.9	−1.6	3	3	Edward R. Murrow	8.1	−1.5
D-5	1	1	Arthur Godfrey	11.4	+0.5	1	3	When Girl Marries	10.3	+1.3
	2	2	Our Gal, Sunday	11.3	+0.9	2	1	Our Gal, Sunday	10.1	+0.6
	3	5	When Girl Marries	11.2	+1.2	3	13	Young Widder Brown	9.9	+1.9
	4	NR	Young Widder Brown	11.1	+2.0	4	7	Backstage Wife	9.9	+1.3
	5	7	Backstage Wife	10.9	+1.2	5	4	Rom. Helen Trent	9.5	+0.7
	6	6	Rom. Helen Trent	10.8	+1.0	6	5	Big Sister	9.5	+0.8
	7	8	Big Sister	10.5	+0.9	7	8	Stella Dallas	9.4	+0.9
	8	11	Stella Dallas	10.5	+1.1	8	2	Right to Happiness	9.3	+0.2
	9	4	Right to Happiness	10.3	+0.2	9	9	Arthur Godfrey	9.0	+0.6
	10	14	Rosemary	10.2	+1.0	10	6	Ma Perkins (CBS)	9.0	+0.3
	11	13	Portia Faces Life	10.2	+1.0	11	14	Rosemary	8.8	+0.9
	12	9	Ma Perkins (CBS)	10.1	+0.5	12	12	Portia Faces Life	8.8	+0.8
	13	12	Wendy Warren	10.0	+0.7	13	NR	Wendy Warren	8.6	+0.8
	14	3	My True Story	9.5	−0.9	14	15	Aunt Jenny	8.5	+0.6
	15	15	Aunt Jenny	9.4	+0.2	15	NR	Lorenzo Jones	8.4	+1.0
D-1	1	4	True Detective Myst.	12.9	+0.1	1	1	True Detective Myst.	10.3	−0.4
	2	NR	Armstrong Theatre	12.8	+1.5	2	NR	Armstrong Theatre	10.3	+2.2
	3	NR	House of Mystery	11.9	−0.2	3	3	Adv. Archie Andrews	9.4	0.0
	4	1	Sheaffer Parade	11.5	−2.4	4	NR	Grand Central Station	9.3	+0.2
	5	NR	Grand Central Station	11.3	−0.1	5	NR	Stars Over Hollywood	8.6	+0.5

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report.
© 1948, A. C. Nielsen Co.

KFSA delivers a market that can't be covered from *Outside Ft. Smith!*

FORT SMITH, the number 2 market in Arkansas . . . the center of a rich agricultural and industrial market.

Sales from manufacturing average over 33 millions of dollars per year . . . retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 PER CAPITA! A great market . . . it's all yours through KFSA . . . Fort Smith.

FORT SMITH
222 MILES TO OKLAHOMA CITY
160 MILES TO JOPLIN
144 MILES TO TULSA
295 MILES TO MEMPHIS
273 MILES TO SHREVEPORT
160 MILES TO LITTLE ROCK

Fort Smith
Southwest American
FORT SMITH TIMES RECORD
Southwest Times Record

KFSA 950
FORT SMITH ARKANSAS
AMERICAN BROADCASTING COMPANY AFFILIATE
KFSA/fm—107.7 Megacycles, Channel 299
REPRESENTED NATIONALLY BY
TAYLOR • HOWE • SNOWDEN *Radio Sales*, INC.

MBS VS. GOLENPAUL; COUNTER-CLAIM FILED

A DENIAL of allegations filed against MBS by Dan Golenpaul in a $500,000 damage suit several months ago and a counter-claim for $100,000 for asserted violation of contract were filed in federal court in New York by MBS last week.

Mr. Golenpaul, owner of *Information Please*, sued Mutual for allegedly mishandling his program in selling it cooperatively.

The Mutual answer sought $100,000 on the ground that Mr. Golenpaul had violated his contract by refusing to permit delayed airing of the program on individual stations and failing to approve some sponsors which local stations had obtained.

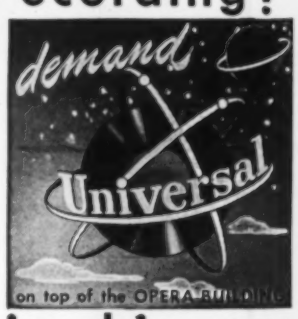
Legion Radio Awards

ANNUAL American Legion Radio Appreciation Awards were authorized by the national executive committee of the Legion during its annual meeting May 3-5 at Indianapolis. The action authorizes Legion departments to present the awards to stations in their states having most effectively cooperated in promoting and publicizing Legion public service activities.

TV Survey

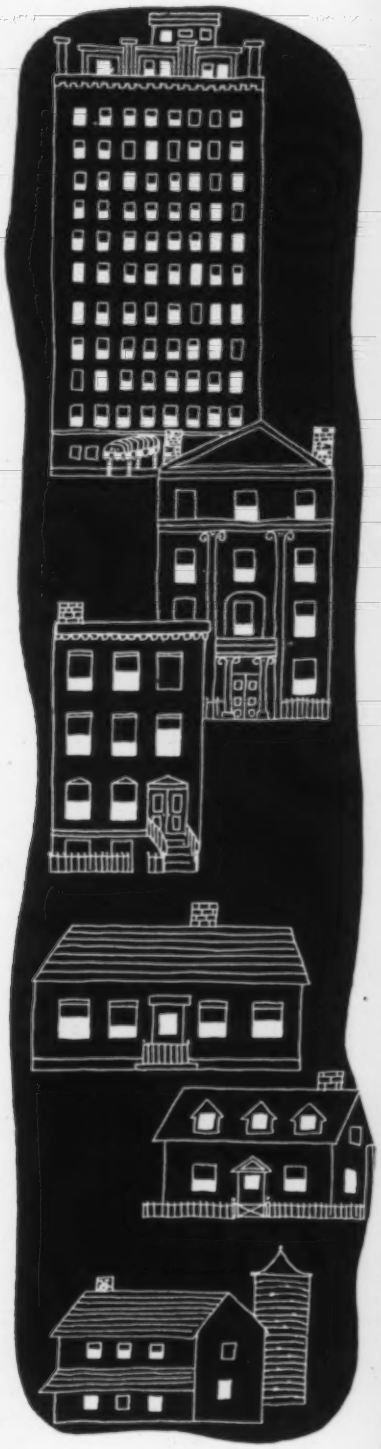
LATEST survey of television dealers and distributors in the Milwaukee area has revealed a total of 2,658 sets sold and installed as of May 1, according to WTMJ-TV Milwaukee. Total represents an increase of 608 sets over the previous month's figure of 2,050. Seventy-four percent of the receivers are located in homes and 26% in public places, the survey indicated.

Recording?



in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDINGS



WENR

WENR has the largest nighttime total audience of any radio station in Chicago!

Looking for the best buy in Chi? If you have a product to sell in the vitally important No. 2 market in the nation, listen to this: *WENR leads all other Chicago stations* in nighttime total audience! The proof is in these impartial BMB* figures:

• ***The total audience for WENR is 3,411,890. For station "X," it is 3,401,390. For station "Y" and station "Z": 2,942,300 and 2,513,650.***

Leadership in nighttime total audience is only *one* advantage at WENR, the station that gets MAXIMUM RESULTS for its advertisers. There are eye-opening facts about what the station has done for its advertisers—and what it can do for you. Get the complete details from your nearest ABC representative *today!*

PICK YOUR AUDIENCE in Chicago with one of these available co-op programs. You pay only WENR's share of the costs of these popular network shows!

1. America's Town Meeting of the Air . . . 7:30 p.m. Tuesday. What prestige, what good will! This distinguished full-hour forum gives listeners both sides of the vital issues in the news. Famous speakers, exciting debate . . . and a huge, loyal, ready-made audience!

2. Boston Symphony . . . 8:30 p.m. Tuesday. A top-notch public service program! A full hour of the world's greatest music, played by the noted Boston Symphony Orchestra, conducted by Dr. Serge Koussevitzky. Follows *America's Town Meeting* on WENR's powerful new Tuesday-night line-up of prestige programs.

3. Mr. President . . . 1:30 p.m. Sunday. Direct from Hollywood—with M-G-M's popular Edward Arnold as its star—comes this exciting program of behind-the-scenes dramas in the White House! History, patriotism, suspense, mystery, thrills for every member of the family!

**Survey No. 1 — March, 1946. Note: Report for WENR is combined with WLS. Stations share time with same power and frequency.*

Call the ABC spot sales office nearest you for information about any or all of these stations:

WENR — Chicago 50,000 watts 890 kc
KECA — Los Angeles 5,000 watts 790 kc
KGO — San Francisco 50,000 watts 810 kc
WMAL — Washington 5,000 watts 630 kc
WXYZ — Detroit 5,000 watts 1270 kc
WJZ — New York 50,000 watts 770 kc

ABC — Pacific Network

ABC American Broadcasting Company

Eagle Revived

WHB Kansas City didn't waste its money back in the early 30's when it had countless stacks of order blanks printed with NRA insignia on the bottom. NRA expired in the mid-30s, but the initials have a new meaning for WHB—Nighttime Really Arrived. The station begins fulltime operation May 30, according to Donald Dwight Davis, president, using 10 kw day 5 kw night on 710 kc. WHB is an MBS affiliate.

MAYER ELECTED HEAD OF COLONIAL NETWORK

GERALD MAYER, Washington, D. C., attorney and president-general manager of WKRT-FM Cortland-Syracuse, N. Y., was elected president of the newly-formed Colonial Network Inc. at an organization meeting held in Syracuse May 15 and 17.

Other officers elected are: Earl C. Hull, WRLD-FM Niagara Falls-Buffalo, vice president; Walter Valerius, WKNP-FM Corning, secretary; Edwin M. Waterbury, WOPT-FM Oswego, treasurer, and William Hall, WKRT-FM, executive secretary. Directors are Messrs. Mayer, Hull, Valerius and Waterbury, with Louis G. Buisch, WHHD Hornell, as chairman.

In addition to the FM stations represented by the officers and directors, outlets for the network are expected to be established in Rochester, Watertown, Utica and possibly Binghamton, according to an announcement from the network's Washington office. The network will cover up-state New York, except the Albany area, and northern Pennsylvania. Studios and offices are to be opened in Syracuse June 1 and it is expected that network operations will start July 1.

WIS and Steve Libby Win Publishers' Award

THE MONTHLY publication of WIS Columbia, S. C., *WIS-dom*, has won the "Highest Award" certificate in the 1948 International Industrial Publishers contest at Detroit. The WIS promotional newspaper placed third in the "Newspapers Black and White, Letterpress" division. It was the only radio station publication in any award-winning class in the contest.

Mr. Libby

Steve Libby, promotion and publicity manager for WIS and WIS-FM, edits the 8-page publication.

Management

JOHN P. FOSTER, former assistant manager of WJAC Johnstown, Pa., has been appointed manager, succeeding the late **JOHN TULLY**.

JOE EATON, for nine years commercial manager of WHAS Louisville, has been named manager of new Louisville station to be constructed soon by Mid-America Broadcasting Corp. Mr. Eaton joined WHAS in 1929 as announcer, later becoming program manager and finally commercial manager. He resigned from WHAS last November. Call letters for new station have not been selected. It will operate on 1080 kc with 5,000 w day, 1,000 w night.

Mr. Eaton

RICHARD W. BRAHM, formerly with WNEW New York promotion department, is a new adminstrative assistant for WQXR New York. Previously Mr. Brahm had been with Dancer-Fitzgerald-Sample and Louis G. Cowan Inc., both of New York.

CHARLES B. BROWN, program manager of KFI Los Angeles, AM, FM and TV operations, has resigned, effective June 1, to become general manager of Video Broadcasting Co. Firm was recently granted construction permit for Portland, Ore., with other applications pending for San Jose and San Diego. In 1938 Mr. Brown was sales promotion manager of KPO-KGO San Francisco; and following year headed promotion and sales for NBC's Western Div. He was NBC stations promotion manager and RCA director of advertising in 1940, before forming Colonial Films, of which he was president. In 1942, Mr. Brown became NBC's director of advertising and promotion.

Mr. Brown

ED COONEY, former sales manager of KGHL Billings, Mont., has been appointed manager of KOPR Butte, Mont. Mr. Cooney entered radio in 1934 at KGVO Missoula. Since 1937 he had worked continuously at KGHL, except for two years in Navy. He has served as announcer, special events reporter, newscaster, program and copy writer, director, account executive and sales manager.

Mr. Cooney

LEE PHILLIPS has been named manager of WKJF Pittsburgh.

JOHN F. SONNETT has joined law firm of Cahill, Gordon Zachry & Reindel, New York.

PHILIP G. LASKY, vice president and general manager of KSFO San Francisco, has been elected to board of directors of San Francisco Adv. Club.

Respects

(*Continued from page 56*)

I want to do," he says. He has been doing just about what he wanted to do since 1933, the year after he was graduated from Harvard.

The son of a former musical director for the Westinghouse radio stations, Mr. Saudek had his first regular job at KDKA Pittsburgh. While at KDKA he took three years of law at Duquesne U.

Mr. Saudek left Pittsburgh, his birthplace, in 1938 to join NBC in New York in the sales department. When ABC was formed in 1942 he became assistant to the executive vice president, Edgar Kobak, who now heads Mutual.

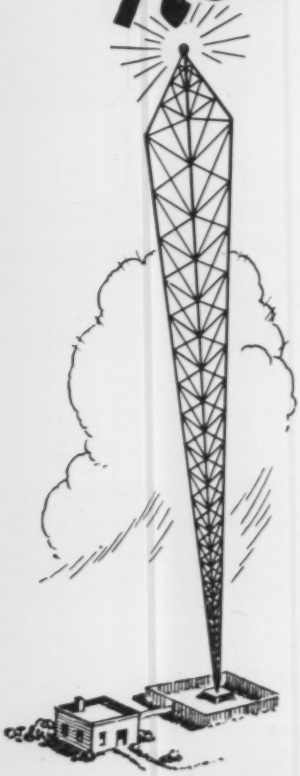
During the war Mr. Saudek managed the American Broadcasting Station in Europe (ABSIE), which was operated by the Office of War Information. His boss was Phil Cohen, radio director of Sullivan, Stauffer, Colwell and Bayles, New York advertising agency.

Mr. Saudek returned to ABC from London in January 1945 as sales service manager. Two years later he was named director of public affairs for the network, and in January of this year was elected vice president in charge of public affairs. As such he supervises ABC's publicity, continuity acceptance, public service, audience information, and reference library departments.

Mr. Saudek's unofficial but no less important title is "Vice President in Charge of Seeing That ABC Doesn't Take Itself Too Seriously." In this role he is to ABC what Al Schacht is to baseball. One of his functions in this capacity is to edit *Closed Circuit*, ABC's interoffice publication.

ABC's part-time court jester was married in 1935 to the former Elizabeth Koch. The Saudeks live in Bronxville, N. Y., with their four children, Richard, 8; Christopher, 6; Robert, 3 and Mary Elizabeth, 4 months old. Mr. Saudek is a member of the executive committee of the Federal Education Committee, the board of governors of the Institute for Democratic Education, and the executive committee of the New England Council on Radio in Education, and is president of the Bronxville Parent-Teachers Assn., a job which he does not take lightly.

After he and ABC have dealt with Communism, Mr. Saudek plans to broadcast a documentary on *The Modern Pace*, to be produced in collaboration with New York's Bellevue Hospital and the New York U. Psychiatry Dept. This program will deal with the effects of speed and noise on the human nervous system, and their relation to wars and the divorce rate, and will seek to answer the question, "Is Society Disintegrating?" *The Modern Pace* will be heard on ABC in the fall, Mr. Saudek says.



New Tower!

More *Effective* COVERAGE!

● **WBIR's new 465 foot tower with 12 miles of copper ground system makes possible greatly increased coverage. Makes WBIR local and ABC programs available to hundreds of additional radio homes. Additional coverage plus a high HOOPER equals a good buy on any slide-rule. Ask a John E. Pearson man.**

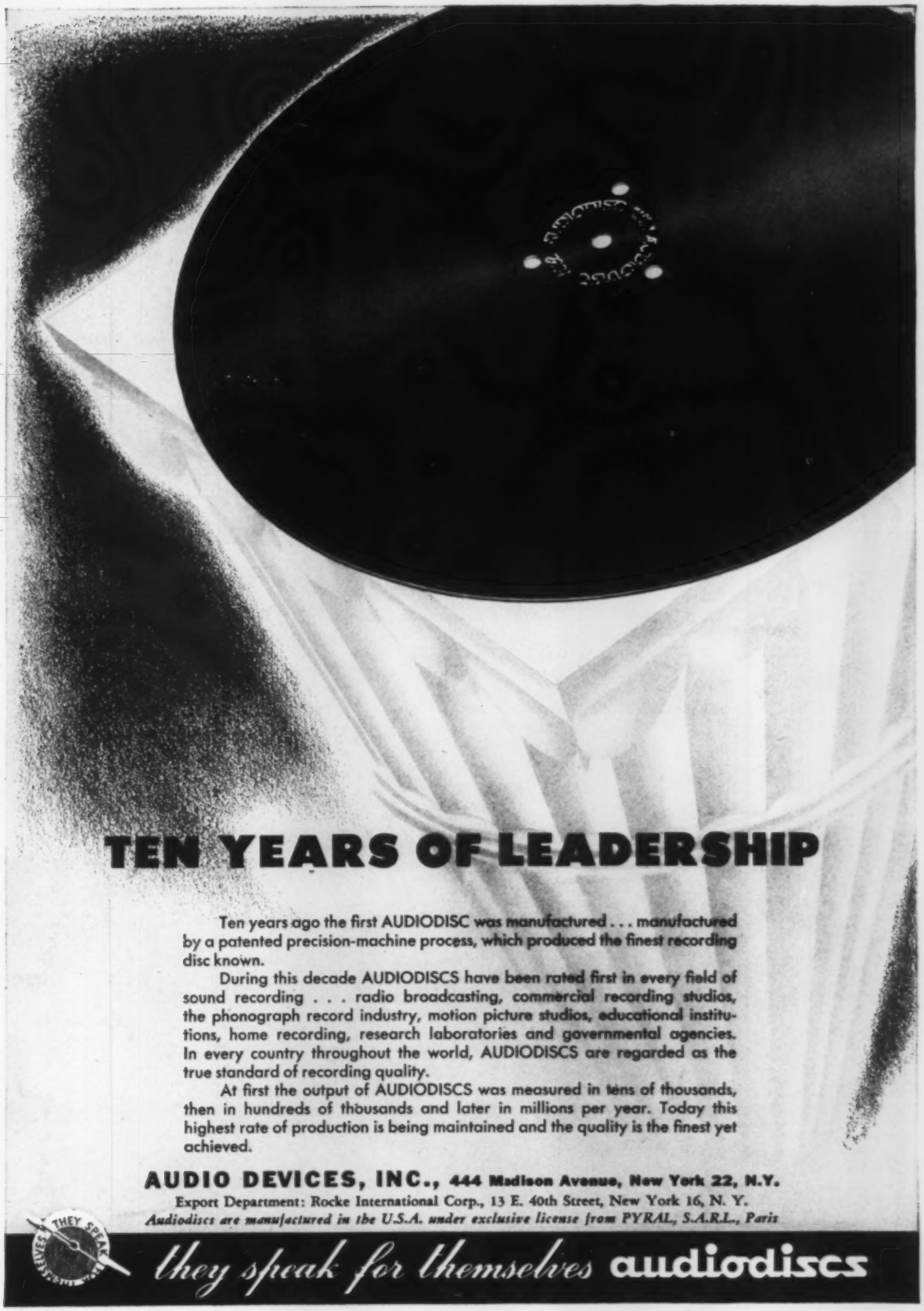
WBIR

— A NUNN STATION —

John P. Hart, Mgr.

Knoxville, Tenn.

XUM


TEN YEARS OF LEADERSHIP
Ten years ago the first AUDIODISC was manufactured . . . manufactured by a patented precision-machine process, which produced the finest recording disc known.
During this decade AUDIODISCS have been rated first in every field of sound recording . . . radio broadcasting, commercial recording studios, the phonograph record industry, motion picture studios, educational institutions, home recording, research laboratories and governmental agencies. In every country throughout the world, AUDIODISCS are regarded as the true standard of recording quality.
At first the output of AUDIODISCS was measured in tens of thousands, then in hundreds of thousands and later in millions per year. Today this highest rate of production is being maintained and the quality is the finest yet achieved.
AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.
Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.
Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris
THEY SPEAK FOR THEMSELVES
they speak for themselves audiodiscs

XUM

"THE DARING ADVENTURE of the National Broadcasting Company in bringing Mr. Toscanini back to America and building an orchestra for his special use will doubtless be explained by the cynical in various ways. Yet the basic and inescapable fact is that the NBC is founding its audacious enterprise upon the conviction that fine symphonic music and great symphonic leadership are immensely and increasingly popular in America; and if that does not amount to putting trust in the power of ideal things, it is hard to say what one should call it." — *Lawrence Gilman*, N. Y. HERALD TRIBUNE, *Jan. 2, 1938.*

As an experiment—unique in radio—the NBC Symphony won its first critical laurels. But when Arturo Toscanini completed his tenth full season with Beethoven's monumental Ninth Symphony, broadcast and televised, the acclaim was for a great musical reality . . .

". . . as perfect a realization of the letter and spirit of Beethoven's towering masterpiece as you are likely to encounter in your lifetime." — PM.

". . . interpreted with the acme of breadth and grandeur and also with the lyricism that lies at the base of all music . . ." — N. Y. TIMES.

C Symphony

broadcast in the public interest by

America's No. 1 Network . . . the National Broadcasting Company

and NBC Television

A SERVICE OF RADIO CORPORATION OF AMERICA

STOP FAVORING A FEW TOP ARTISTS—CAPELLE

A RADIO PRODUCER'S duty goes beyond obtaining high-priced names and good listener ratings, Oliver B. Capelle, sales promotion manager of Miles Laboratories (Alka Seltzer), told members of the Chicago Radio Management Club Wednesday. He warned that many a sponsor is wondering "if he hasn't been sold the Brooklyn Bridge too many times."

Deploring the tendency of producers to cast favored artists on numerous shows while equally-talented actors are deprived of a livelihood by "closed corporation methods of selection," he advocated lowering talent costs by spreading the work instead of handing premium fees to a select few who are doing well on other programs.

"There is neither justice nor wisdom in permitting lucky insiders to make from $50,000 up per year, while 80% of AFRA's members earn less than $2,000," he said. "This not only contributes to the high cost of radio but causes unfavorable listener reaction."

Although Miles Laboratories sponsors *Queen for a Day*, an audience participation show, Mr. Capelle said he is beginning to question the value of this type of program because "so many give-away items are mentioned that . . . the sponsor's product is lost."

WJAR Providence, R. I., has placed order with Graybar Electric Co., for equipment to be used to provide facilities to meet audio requirements for new FM operations.

Commercial

WILLIAM H. ENSIGN, former manager of live program department of Louis G. Cowan Inc., New York, has joined Rural Radio Network as sales manager. He started in radio with AT&T Broadcasting Div. when company owned WEAF New York. When NBC was organized, he was sales manager of the WJZ network. In 1927 he became radio director of J. Walter Thompson Co., New York, and two years later joined CBS as assistant to the president. He remained with CBS for 17 years, specializing in sales and new business and was member of executive committee. Mr. Ensign makes his headquarters in New York at WGHF, Rural Radio affiliate.

DON L. KEARNEY has resigned as national sales manager of Mutual network cooperative programs, to rejoin The Katz Agency Inc., New York, radio and television station representative, as an account executive specializing in television, effective June 1.

Mr. Kearney

LORENZEN & THOMPSON Inc. has been appointed national representative for following stations: KSTL St. Louis, KTLN Denver, KPAC Beaumont-Port Arthur (Tex.), KOAT Albuquerque (N. M.), KGAK Gallup (N. M.), KTRC Santa Fe (N. M.). Contract also has been signed with Zia Network in New Mexico which comprises KFUN Las Vegas, and KOAT, KGAK and KTRC.

LATHROP MACK, former NBC western spot sales representative, has joined KFOX Long Beach, Calif., as Los Angeles area account executive.

MEL WOLENS, commercial manager of WCFL Chicago, has resigned effective June 30, after more than 10 years with the station in that capacity.

GEORGE P. HOLLINGBERY Co. has been appointed national representative of KOLO Reno, Nev. **WESTERN RADIO Adv.** will continue to represent the station on Pacific Coast.

BENNO ROSENHEINER, former sales manager of WWOL Lackawanna, N. Y., and member of sales department of WBNY Buffalo for 10 years, has joined sales staff of WKBW Buffalo.

EUGENE S. THOMAS, sales manager of Bamberger Broadcasting Service Inc. (which operates WOR New York), was elected president of Sales Executives Club of New York at annual meeting May 18. Mr. Thomas has been a club director for several year, and is retiring president of Advertising Club of New York. He also is a national director of Advertising Federation of America.

Mr. Thomas

E. L. (Spike) COLBOURN, former account executive with Frederic W. Ziv Co., Cincinnati, has been appointed commercial manager of KABC San Antonio. He previously was local sales manager of WKY Oklahoma City, and was with "Oklahoma Times" and "Kansas City Star."

THOMAS A. WELSTEAD, formerly with George P. Hollingbery Co., has been named eastern sales manager of WCKY Cincinnati. He succeeds **RALPH C. McKINNIE,** resigned.

DON SARACENO, formerly with sales service department at WLS Chicago, has been named spot sales service manager of WENR Chicago.

HARVEY GANNON, program and sales service manager of WNBC New York, has been appointed an account executive, with **EARL HARDER,** traffic manager of international division, to succeed him, June 1.

FRANK MAYO has joined commercial department of KALE Portland, Ore., as account executive.

TAYLOR-HOWE-SNOWDEN Radio Sales has been appointed national sales representative for WHBC Canton and WPAY Portsmouth, Ohio, effective June 1.

CHLO St. Thomas, Ont., new 1-kw station on 680 kc, has issued rate card effective July 1. Also has appointed **RADIO REPRESENTATIVES Ltd.** as Canadian representative, **DONALD COOKE Inc.,** as U. S. representative.

AUTO-LITE SPONSORS COMIC STRIP PROGRAM

ELECTRIC AUTO-LITE Co. and its distributors and dealers will jointly sponsor a weekly 15-minute recorded series based on the comic strip *Gasoline Alley* on a minimum of 115 local U. S. stations, the firm announced last week.

With the first 13-week series to begin in June, the show will feature all of the major characters in the 25-year-old strip. Auto-Lite will pay talent and recording charges, it said, and time charges are to be paid by distributors and cooperating dealers.

The series supplements the CBS Dick Haymes program, Thursdays, 9-9:30 p.m., sponsored by Auto-Lite. Ruthrauff & Ryan is the agency.

S. Kind & Sons Renews For 365 Hours on WPEN

A 365-HOUR one year contract has been signed by S. Kind & Sons (jewelers), through Lavenson Bureau, with WPEN Philadelphia. This is the jewelry firm's third consecutive year for *Philadelphia Philharmonic Hour* now a daily WPEN feature.

Success of the classical music program is indicated by the demand for monthly program folders which has increased to 15,000 each month. The folders are printed by WPEN and sent upon request only to a mailing list of more than 12,000 by S. Kind & Sons. The balance of the folders are distributed by members of the Philadelphia Record Dealers Assn. and the Appliance Dealers Assn., for which WPEN is the official station.

INTRODUCING a 45-minute sales film telecast, "Alice in Philco," May 5 on WMAL-TV Washington, D. C., were Jack Otter (l), general sales manager, Philco Corp., and Joseph M. Zamoiski, of Joseph M. Zamoiski Co., Washington wholesaler. Approximately 800 appliance salesmen viewed the show on store sets.

Top-Rating AM Programs Draw ¼-½ in TV Homes

THE LATEST Pulse Inc. radio and television audience survey indicates that top-rating evening shows in radio homes will draw ratings from one-quarter to one-half as large in video homes.

April results were:

	RADIO HOMES		TV HOMES		
	Rating	Share of Total Audience	Rating	Share of Total Audience	Share of Radio Audience in TV Homes
Jack Benny	23.3	56	8.0	16	67
Fred Allen	22.3	48	3.0	6	50
Lux Theatre	22.3	49	11.0	19	92
Walter Winchell	20.3	45	7.0	11	64
Charlie McCarthy	18.0	39	5.0	11	50
Bob Hope	18.0	40	5.0	10	36
Fibber McGee	17.3	39	3.0	5	38
Amos 'n' Andy	17.3	38	3.0	4	38
Kraft Music Hall	17.3	39	3.0	5	38
Red Skelton	16.0	43	6.0	14	40

WE NEVER MISS, PARDNER!

When it comes to rounding up a mail response, Mister, our 5000 watt pattern really rides the range in the rich Pittsburgh industrial market! Recently, Tom Mix held a dog naming contest on his regular KQV Mutual program. Of 63 stations handling mail directly, KQV corralled the 7th largest response . . . 3278 letters. Further proof that KQV consistently lassos a big bonus in listener preference and response for its advertisers.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network · Natl. Reps. WEED & CO.

WKBW

BUFFALO'S MOST POWERFUL STATION

FIFTY THOUSAND WATTS

for the **Best**

in **Upstate**

New YorK

Clinton H. Churchill
President

Arthur Simon
Executive Vice President

Affiliated With

AMERICAN BROADCASTING COMPANY

Avery-Knodel, INC.

National Representatives

New York
565 Fifth Ave.

Atlanta
41 Marietta St., N. W.

San Francisco
235 Montgomery St.

Los Angeles
315 W. Ninth St.

Chicago
333 North Michigan Ave.

In Six Months

XUM

AP Radio Members!

HERE IS WHAT MEMBERSHIP IN THE AP MEANS

1. Permanent, mutual association with the world's largest news organization.
2. News security.
3. Active hand in moulding news to Radio's specialized needs.
4. Assurance of equitable payment for all— and by all.
5. The prestige of saying: "This station is a member of the Associated Press!"
6. Guarantee against arbitrary increases.

Production

ROBERT J. BREWSTER, account executive on RCA for J. Walter Thompson Co., New York, has joined WOR New York, as an executive producer. He will devote his efforts to development of new talent and WOR sustaining programs.

DON BREWER, former program director for American Forces Network in Germany, has joined WMRN Marion, Ohio, as program director. **ROD SERLING** has joined WMRN as music editor and staff announcer.

SAM ZURICH, formerly with WTNT Augusta, Ga., has joined announcing staff of WIS Columbus, S. C.

VICTOR F. CAMPBELL, former production manager of WGY Schenectady, N. Y., and **VAN B. FOX,** former WINS New York producer, have been appointed producers at WNBC New York.

PAUL MARCOTTE, former script writer of KALE Portland, Ore., has been appointed to head continuity department of the station. He succeeds **BYRON SHRADER,** who has been promoted to head promotion and public relations department. **JAMES S. HART** has joined KALE as announcer.

JO MIELZINER, prominent stage designer, has been signed as advisor to CBS television on scenic and lighting problems. Mr. Mielziner, who designed sets for "Mr. Roberts" and Pulitzer Prize play "A Streetcar Named Desire," has already begun work on video shows being produced in new CBS-TV New York studios.

CHET BEHRMAN, former program director of WKMO Kokomo, Ind., has been named program director of WANE Fort Wayne, Ind.

DICK HAMMOND, formerly of KFHS Hollywood, has joined WHWL Nanticoke, Pa., as announcer.

VAN FOX, of program department, WINS New York, joined WNBC New York last week, as an associate director. Mr. Fox previously was with WSM Nashville, Tenn.

KENNY SARGENT, former featured vocalist with Glen Gray's Casa Loma orchestra, has joined WHHM Memphis, Tenn., as disc jockey for his own show which currently is being offered for national sponsorship.

BILL HERSON, morning "Timekeeper" of WRC Washington, has received gold police badge making him an honorary captain of Washington Metropolitan Police.

CHET BEHRMAN has been appointed program director of WANE Fort Wayne, Ind.

MILTON BLAKE, announcer of KLX Oakland, Calif., is the father of a girl.

FRANKLIN EVANS, formerly on production staffs of WSAY Rochester, N. Y.; WFTM Ft. Myers, Fla.; WDNC Durham, N. C. and KNBC San Francisco, has been named program director of FM station, KSBR San Bruno, Calif. In 1945 Mr. Evans won the H. P. Davis Award as the outstanding announcer on any NBC-owned station.

Mr. Evans

ALFRED E. FOSTER, former program manager of WND Notre Dame U., campus station, has joined WHWL Nanticoke, Pa., as program director. He also has been associated with WSBT and WHOT, both in South Bend, Ind.

EDDIE HINKLE, former disc jockey of WIBC Indianapolis, and WTOM Bloomington, Ind., has joined WCSI(FM) Columbus, Ind., as disc m.c.

GORDON EATON, formerly with WCCO Minneapolis, has joined WGST Atlanta, as staff announcer.

J. E. PALMER, former chief announcer of CFNB Fredericton, has been appointed production manager of CFBC St. John. He started with CFNB in 1940.

MURRAY ARNOLD, program director of WIP Philadelphia, has been selected to act as chairman of board of judges of 1948 "Miss Philadelphia" contest.

KEN HUGHES has been appointed production supervisor in charge of continuity at CKWX Vancouver. He also is a newscaster at CKWX.

ALBERT (Bud) HOUGHTON, former producer at KMOX St. Louis, has joined production staff at WBBM Chicago.

ELAINE CARRINGTON, author of NBC "Pepper Young's Family," has received Intercouncil Committee on Christian Family Life radio award for 1948, for the radio program.

FRANK CAMERON, formerly with WAGM Preque Isle, Me., has joined announcing staff of WHAV and WHAV-FM Haverhill, Mass.

ELIZABETH LONG, in charge of women's programs of Canadian Broadcasting Corp., Toronto, is on seven weeks' tour of Europe to gather material for women's broadcasts.

Dewey to McNeill

DON McNEILL, toastmaster of ABC's "Breakfast Club" who has announced his candidacy for president on "Fourth Party" ticket, recently received following telegram from New York's Governor Dewey, himself an aspirant. Wire arrived before Mr. McNeill's crew took off for Albany. It read: ". . . I know you will receive a warm welcome in Albany on tour of the apple capitals of the world. We do have fine apples in the Empire state, among them M-A-C-I-N-T-O-S-H, and that doesn't spell McNeill. As an avowed candidate for the presidency yourself, you will understand there are other preliminaries in which we are entered. While you are in Albany, I will be flying out to Oregon . . . I bid you warm welcome . . . Cordially, Thomas E. Dewey."

MARY LOU HOWARD, songstress of "Lunchtimers" and on "Gather 'Round, Kids" at KYW Philadelphia, has announced her resignation from the staff.

RAYMOND KATZ, program director of WHN New York, has received special award from Marine Corps Reserve in recognition of cooperation and assistance in promoting interest in the activities of the reserve. **BOB CROSBY,** star of CBS "Club 15" show, has been awarded special "certificate of appreciation for outstanding service to the Marine Corps Reserve."

FRED ROBBINS, WOV New York disc jockey, and his "fellow platter spinners" have been cited for their "meritorious service during the 11th annual campaign" by Greater New York's Fund Committee.

JOHN BAIRD, KMPC Hollywood program supervisor, has been named associate editor in charge of radio for new national publication "Life With Music" which is scheduled to appear sometime in September.

VIN BOGERT, writer on NBC "Duffy's Tavern," is the father of a boy.

GLENN MIDDLETON, producer of NBC "Amos 'n' Andy" show, is the father of a girl, born May 17.

CHARLES CORRELL, "Andy" of NBC "Amos 'n' Andy" show, is the father of a boy, Richard Thomas.

KOMO Seattle and its agency, MacWilkins, Cole and Weber, have received first prize honors in transit advertising competition conducted by Adv. and Sales Club of Seattle, for car card entry of KOMO's opening.

CBS PRESSING PROBE INTO POLK SLAYING

WHILE a CBS official admitted last week that "we may never know" who killed network correspondent George Polk, or the circumstances of his mysterious death in Greece, two CBS newsmen are continuing an independent probe of the slaying.

"We feel that we owe it to Mr. Polk and his family, and to the interests of truth in newsgathering in general," said Davidson Taylor, CBS vice president and director of public affairs. Immediately after CBS learned that Mr. Polk's body had been found on May 16 in Salonika Bay, the network sent two members of its Rome bureau, Winston Burdett and John Secondari, to the scene. Other investigations have been launched by U. S. and Greek officials. Mr. Taylor said the network is conducting its probe of the slaying with the cooperation of the U. S. State Department.

Mr. Polk, who was 34, joined the CBS news staff as a correspondent in November 1945. In his career as a foreign correspondent, starting in 1937, he covered events in China, Europe and Africa for several organizations. At the time of his death he was reportedly trying to arrange a broadcast by the Greek guerilla leader, General Markos.

WPIX-Korda Film Bought By 16 Television Outlets

EXCLUSIVE regional rights to the 24 Korda films bought by WPIX New York, *Daily News* television station, have been signed for by 16 video stations, which also will televise regular motion picture trailers of the films.

Stations are WGN-TV Chicago, WBZ-TV Boston, WWJ-TV Detroit, WMAR Baltimore, WFIL-TV Philadelphia, WTMJ-TV Milwaukee, WBEN-TV Buffalo, WMAL-TV Washington, KSTP-TV Minneapolis, KTLA Los Angeles, WEWS Cleveland, WBAP-TV Fort Worth, WHIO-TV Dayton, WSB-TV Atlanta, KSD-TV St. Louis and the Miami station whose call letters have not been assigned.

Massachusetts Peabody Awards Given in Boston

MASSACHUSETTS George Foster Peabody Awards for Radio were announced last Thursday in Boston, with WNAC, WHDH, WBMS and WSPR Springfield receiving top honors for public service.

Awards were:

WNAC and its 26 regional stations, "The Yankee Network Institute"; WHDH, "Citizens of New England—This Is Your Business" and Sunday "Children's Hour"; WBMS, musical programs; WSPR, "It Happened in Springfield"; WEEI Boston, Lowell Thomas and "Let's Pretend"; WCOP Boston and WLAW Lawrence, "The Greatest Story Ever Told"; WLAW, "Round the Town"; WBZ-WBZA, Boston-Springfield "Sunday at 4:30" with Arthur Fiedler and "Concert Centennial," "Frontline Headlines" by John Barry, "The News in Review" and "Yankee Yarns" with Alton Hall Blackington.

WHY BUY **SPOT RADIO ?**

Spot radio lets you hand-pick the station which will do the best selling job for you-market-by-market.

WHY BUY **SOUTHWEST VIRGINIA ?**

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents 23.7% of Virginia's total buying power.

WHY BUY **WDBJ ?**

WDBJ is a 24-year-old pioneer in this rich market - a consistent leader year after year in listener loyalty, prestige, coverage, and *sales results*! Ask Free & Peters!

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC. *National Representatives*

KOPR

with 1000 watts at 550 on the dial

WILL BE ON THE AIR

ABOUT JUNE 1st

BRINGING TO MONTANA **ABC** FOR THE FIRST TIME

NATIONALLY REPRESENTED BY GEORGE P. HOLLINGBERY CO.

COPPER BROADCASTING CO. ★ HOTEL FINLEN ★ BUTTE, MONTANA

YOUR NEW
CHEVROLET or BUICK

STARTS HERE!

600KC

FLINT — WORLD'S SECOND AUTOMOBILE CITY

NOW EAST CENTRAL MICHIGAN HAS PRIMARY NBC COVERAGE

600 KC

CALL
PAUL H. RAYMER CO.
OR
TRENDLE-CAMPBELL
Stroh Building
DETROIT 26, MICHIGAN
RAndolph 9184

WTCB
FLINT, MICHIGAN
1000 Watts Day • 500 Night
600 KC
PAUL H. RAYMER, Representative

What's the Name?

THE NAME Thomas E. Martin is not only well known in radio circles—at times it's also confusing. Thomas E. Martin, manager of WRUN and WRUN-FM Utica, N. Y., recently decided he wanted to meet another Thomas E. Martin, of whom he had heard. The Utica Martin invited Thomas E. Martin, president of the United Broadcasting Co., licensee of WAPX Montgomery, Ala., to meet him in New York and chat about their names and their stations, which are ABC affiliates.

Changes Are Announced In Scripps-Howard Firm

ELECTION of Charles E. Scripps as chairman, Robert P. Scripps as vice chairman and Robert F. Winkler as secretary-treasurer of the Edward W. Scripps Trust was announced May 11. The Trust, in which is centered the voting control of E. W. Scripps Co., parent operating company of Scripps-Howard newspapers, also announced that the title of executive editor of the Scripps-Howard papers is being discontinued as a personal tribute to the late John H. Sorrells, for whom the position and title were created. Jack R. Howard, executive vice president of E. W. Scripps Co., has been named general editor-manager of all Scripps-Howard papers. Jack H. Lockhart, formerly assistant to Mr. Sorrells, becomes assistant general editorial manager.

Chas. Scripps

Scripps Howard Radio Inc., an affiliated group, is licensee of WCPO Cincinnati and WNOX Knoxville and television station WEWS-TV Cleveland, and has construction permits for FM stations in Cincinnati, Knoxville, Indianapolis and Cleveland.

Schroll Appointed

HERBERT J. SCHROLL of North Tarrytown, N. Y., assistant to the vice president of the New York Telephone Co., has been appointed by Russell J. Hopley, director of Civil Defense Planning, as communications expert of the agency's Technical Division. Mr. Schroll is one of ten experts named to assist Horace H. Nance, assistant vice president of the American Telephone and Telegraph Co., N. Y., who heads the division.

N. Y.-Newark Area Heaviest TV User

HALF of the 162,181 television receivers shipped in 1947 by members of Radio Manufacturers Assn. went to the New York-Newark trading area, according to a survey just completed by RMA.

Philadelphia ranked second in the list of cities receiving TV sets last year, with Chicago third.

RMA members turned out 178,500 TV sets last year, with about 16,000 accounted for by factory inventories at yearend.

Quarterly reports on television set distribution will be issued for 1948, RMA announced. Total output in the first three months of 1948 by RMA members was 118,027 units.

Tabulation of TV set shipments by RMA member companies during 1947 follows:

California—Los Angeles, 7,858; San Francisco, 27; other cities, 13.
Connecticut—Hartford, 2,946; other cities, 357.
Delaware—Wilmington, 174.
District of Columbia—Washington, 4,782.
Florida—Miami, 41.
Illinois—Chicago, 13,723; other cities, 4.
Indiana—South Bend, 257; other cities, 69.
Maryland—Baltimore, 3,666; other cities, 57.
Massachusetts—Boston, 1,367; other cities, 36.
Michigan—Detroit, 4,852; other cities, 35.
Minnesota—Minneapolis, 400.
Missouri—St. Louis, 4,090.
New Jersey—Newark, 22,158; Trenton, 1,159; cities not stated, 3,683.
New Mexico—Albuquerque, 21.
New York—Albany, 2,918; Buffalo, 643; Long Island, 624; New York, 56,645; Poughkeepsie, 136; Schenectady, 38; Westchester, 235; other cities, 6.
Ohio—Akron, 246; Cincinnati, 2,160; Cleveland, 2,582; Toledo, 3.
Pennsylvania—Allentown, 123; Philadelphia, 18,923; Reading, 225; other cities, 118.
Rhode Island—Providence, 3.
Tennessee—Chattanooga, 15.
Texas—Dallas, 3.
Virginia—Richmond, 394; other cities, 5.
Wisconsin—Milwaukee, 2,315.
No area reported, 2,046.
Total shipments, 162,181.

Hullinger Producing New Documentary Color Film

NEW SERIES of color film documentaries, *Makers of Destiny*, is being produced by Hullinger Productions, Washington. Series will deal with personalities and important human enterprises that influence national and world affairs. Distribution is planned through television stations as well as regular theatres and educational groups.

In addition to motion picture and writing efforts, Edwin Ware Hullinger, producer and director of the series, did radio show *Looking Out Upon the World*, for KFI Los Angeles and during the war was assistant director of the Foreign Broadcast Intelligence Service of the FCC. He also was liaison officer between the Dept. of Agriculture and OWI, in charge of agricultural broadcast transcriptions for overseas programs.

WTMJ-TV Milwaukee has expanded its telecast schedule. Evening programs now begin at 7 p.m. instead of 7:45 p.m.

Allied Arts

ROBERT L. REDD, former Hollywood representative of McKee Albright Inc., has joined Edward Nassour Studios, Hollywood, as an executive producer in television films. Mr. Redd will continue to write and produce ABC "Point Sublime" show.

FRANK FORD, former CBS Hollywood merchandising manager, and **DAN GANN**, formerly in publicity and promotion for Western Family Magazine, have opened joint advertising and sales promotion offices at 830 North LaBrea, Hollywood. Telephone: Gladstone 1768.

PHIL PATTON, formerly with production staff of ABC Central Division, has joined Feature Productions, Chicago, as executive director of the network's "Ladies Be Seated."

Equipment

DAVIS ELECTRONICS Corp., 204 Main St., Hempstead, N. Y., has been formed by **BEN LEHMAN**, former vice president and general manager of Radio Wire Television Inc., and **HY DAVIS**, former purchasing agent at Radio Wire. New firm will handle radio parts and public address and television equipment.

L. S. McLEOD, veteran of more than 25 years in radio and electrical appliance merchandising fields, has been appointed manager of antenna, battery and replacement tube sales for Westinghouse Home Radio Div., Baltimore.

GAMBLE-SKOGMO Inc., Minneapolis, has announced new light-weight portable radio in Coronado line—the "Holiday"—retailing for $36.95. Portable contains unique feature which eliminates the "A" battery pack and uses standard size flashlight cells.

JOHN H. HAUSER, supervisor of distributor sales for Sylvania Electric Products Inc., has been appointed assistant manager of distributor sales department, Radio Division of the company.

Wickett on Faculty

APPOINTMENT of Martin Deane Wickett, former program director of KING Seattle, as lecturer in radio education at the U. of Washington, Seattle, has been announced by the university's board of regents at a meeting on May 6.

Keeping up with WCBS
(NEW YORK'S #1 STATION)

So that her listeners might earwitness the WCBS Television crew at work, Margaret Arlen went to report on their operation on circus opening night at Madison Square Garden. Her colorful tape-recorded commentary and interviews roamed from mezzanine camera cages, where 3 experts simultaneously kept "the greatest show on earth" in focus... down to the crowded control room, to hear directors, sound men and technicians coordinating and selecting pictures. Sharing vivid experiences with listeners is one reason why Margaret Arlen is New York's #1 woman commentator. Imaginative programming is *another* reason why WCBS (represented by Radio Sales) is the #1 station in America's #1 market.

XUM

CBS
WCBS-TV
NEW YORK

Engineering Conference

(*Continued from page 30*)

NBC's first experience in relay programs, along with latest developments in microwave relay equipment.

Ernst H. Schreiber, Pacific Telephone & Telegraph Co., described methods of providing audio and video program channels for broadcasters, with mediums available for transmission of audio and video signals. These include local TV channels, video network facilities, coaxial cable and microwave relay systems. Results obtained in tests of a New York-Boston microwave relay were reviewed and future plans outlined. Mr. Schreiber said it is not known whether cable or relay circuits will emerge as the better means for providing services in a particular area. Both will play their part, he indicated, depending on special needs and geographic conditions.

Edward Edison, RCA Service Co., Los Angeles, reviewed RCA's growth in television since 1936, leading up to the present RCA service plan for the consumer. He discussed related problems of TV broadcasters and installation-service organizations.

New Motors Effective

Sam L. Ackerman, general manager of Rangertone Inc., Newark, appeared in the place of R. H. Ranger, president. He demonstrated and explained constant-drive mechanism and the equipment developed to stop the magnetic tape recorder without breaking tape. He said new hysteresis motors are effective in attaining smoothness in tape movement.

H. W. Pangborn, assistant chief engineer, KNX-CBS Hollywood, read a paper by R. S. O'Brien, General Engineering Dept., CBS New York, titled "A Spotting Device for Magnetic-Tape Editing." The Edispot unit was developed to provide a simple and direct system of locating a desired spot on the tape to aid editing.

Presiding at the Friday morning session was A. James Ebel, director of engineering, WMBD Peoria, Ill., in place of Paul A. de Mars, Washington consultant, who was unable to be present.

Everett Dillard, owner of WASH Washington and KOZY Kansas City, both FM stations, discussed economics of FM coverage. Mr. Dillard is president of FM Assn. He pioneered many phases of FM engineering.

W. G. Broughton, assistant sales manager of General Electric Co., Broadcast Equipment Division, read a paper jointly with D. J. Nigg, GE Transmitter Division, describing a studio-to-transmitter relay system. The GE B1-B-A equipment utilizes FM in the 920-960 mc band. Standard 40-inch parabolic reflectors with dipole feed are used and the system is said to give excellent range with adequate safety factors.

CHATTING amiably at NAB's Convention are (l to r) Theodore C. Streibert, president of WOR New York; Harold V. Hough, radio director of the Fort Worth Star-Telegram's WBAP Fort Worth, and B. N. Honea, Star-Telegram general manager.

David Packard, president of Hewlett-Packard Corp., Palo Alto, Calif., discussed measuring equipment and techniques for FM and AM broadcast transmitters. He covered gain, distortion, intermodulation, noise and residual hum measurements as well as merits of measurements, precautions and interpretations necessary to obtain reliable information.

A. Earl Cullum, Dallas consultant, reviewed technical aspects in designing directional antennas, going into problems of protection and coverage along with factors affecting stability and efficiency of directional antennas. He reviewed modern methods of calculating, adjusting and maintaining directional antennas.

Fox Talk

Robert A. Fox, General Engineering Department of the Richards stations (WGAR Cleveland, WJR Detroit and KMPC Hollywood) described a system of measuring co-channel interference. The equipment permits measurement of the interfering signal or combination of signals during actual program hours. It is said to furnish a more realistic picture of the interference on a given channel than propagation curves.

At the Friday luncheon session Mr. McNaughten presided. He presented the speaker, H. A. Leedy, Armour Research Foundation of Illinois Institute of Technology. Mr. Leedy explained the stereophonic sound process and demonstrated the operation in which several mikes are placed in front of the sound source and the output from each recorded on a separate sound track. In reproducing, three speakers are placed in the approximate position of the mikes used in recording. It can be recorded in a room with poor acoustics, Mr. Leedy said.

Presiding Friday afternoon was Mr. Towner. First paper was read by J. L. Hathaway, assistant manager of NBC's Engineering Dept. in New York. Mr. Hathaway described a 3-watt pack transmitter for remote pickups. It is highly stabilized, has high quality and contains a reasonably long-lived power supply, he said. Mr. Hathaway also told of a miniature field amplifier carried in a brief case. Weighing only 12½ pounds, it accommodates three microphones. The device has been successfully and extensively used in New York, he said.

Lester H. Bowman, manager of technical operations of the CBS Western Division, presented the final paper before the FCC-Industry roundtable. The paper, titled "Modern Design Features of CBS Studio Audio Facilities," was prepared by R. B. Monroe and C. A. Palmquist, of the CBS General Engineering Dept. in New York. The paper covers a broadcasting studio audio-control console capable of handling origination of the most elaborate productions. It is comparable in size to an office desk and contains as much equipment as three or more standard equipment racks.

FAST COMEBACK

Holder of Patent Speaks Up At NAB Engineering Meet

DESCRIPTION of a method of continuously recording co-channel interference as explained at the NAB Engineering Conference at Los Angeles brought a fast comeback from Glenn D. Gillett, engineering consultant.

After hearing a paper by Robert A. Fox, of the general engineering department of G. A. Richards stations (WGAR Cleveland, WJR Detroit, KMPC Hollywood), in which mention was made of a Gillett patent, Mr. Gillett declared he has a 1937 patent covering all measurements of signals by a beat-note technique.

"The patent and process have been well publicized at engineering meetings," Mr. Gillett said. "The low-frequency response in the Fox amplifier will record modulation envelopes and introduce errors as large as the interfering signal which is to be measured. My system has been used in many cases in which data have been submitted to the FCC and accepted by them."

Panels, Style Show For NAB Women

May 18 Session Jointly Sponsored By AWW, AWB District

BUSINESS and fashions blended in a session for the ladies jointly sponsored by the Los Angeles District of the Assn. of Women Broadcasters and the Advertising Women of the West May 18 at the Beverly Hills Hotel.

Martha Gaston, account executive of KFOX Long Beach and AWB 10th District chairman, opened the meeting with a welcome to the women broadcasters and the representatives of allied occupations in advertising and education plus the radio chairmen of clubs.

Leadoff panel entitled "Mikeside of Radio" was presided over by Claire Drew Forbes, head of her own Santa Barbara advertising agency. Participants included Norma Young, conductor of *Happy Homes* on KHJ Hollywood, who discussed the human interest side of radio; Jeanne Gray, conductor of the *Woman's Voice* on KMPC Hollywood, told the story of the evolution of her program's format; Frances Scully, KECA Hollywood *Star Gazing*, and Gladys Hall Jones, president of AWW, also participated in the panel.

The second half of the panel, led by Nancy Holme, CBS Hollywood director of education, discussed "How Can Radio Best Serve the Public Interest?" Participating were Pat Griffith, director of women's activities for NAB, who felt that radio can best perform its job "by assuming its responsibility for the common good of the whole people." Frances Farmer Wilder, West Coast director of Social Research Inc. and formerly consultant to CBS on daytime programs, expressed belief that radio must stop taking a defensive position and start to let people know what it is doing. Other panelites included: Ethel Bell Mack, executive secretary of Southern California Broadcasters Assn.; Dorothy Lewis, coordinator of women's broadcasts for the United Nations; Helen Rachford, audio-visual director of Los Angeles County Schools; Mrs. Ralph Lewis, president of Federation of Community Coordinating Councils of Los Angeles.

After a morning of business the women watched a style show presided over by Lee Hogan, fashion editor of NBC.

Upcoming

June 13-16: AFA Annual Convention, Netherland Plaza, Cincinnati.
June 13-17: Advertising Assn. of the West. Annual Convention, Sacramento, Calif.
June 21-25: AIEE Summer general meeting, Mexico City, Mex.
June 23-24: Florida Assn. of Broadcasters annual meeting, Sheraton Plaza Hotel, Daytona Beach, Fla.

XUM

Portsmouth Radio Corporation

announces the appointment

of

B. WALTER HUFFINGTON

as

General Manager

WSAP and WSAP-FM

Effective June 1st

A native of Norfolk, Mr. Huffington is well known in the Tidewater Virginia area and brings to WSAP and WSAP-FM a wealth of practical broadcasting experience much of which has been in Virginia radio. His eleven years in the industry include sales, program and management assignments in southern stations, both local and regional. Added to this is a broad public service background in three years of war service as regional radio director for the Office of War Information and two years as National Radio Director for the American Red Cross. Portsmouth Radio Corporation proudly welcomes him "home to Virginia" where he will devote his time and talents to serving our big family of listeners in this area,—the great port of Hampton Roads!

MUTUAL'S NORFOLK OUTLETS

Serving The Great Port of Hampton Roads

WSAP
1490
KC

WSAP-FM
99.7
MC

NATIONAL REPRESENTATIVES:

Joseph Hershey McGillvra, Inc.

Portsmouth Radio Corporation, Portsmouth, Va.

CLEARS

Johnson Seeks FCC Delay; CCBS Reaffirms Quest

FCC is instructed to withhold a decision in the clear channel case until such time as a new NARBA agreement has been ratified, under the terms of a Senate Resolution 240 introduced by Sen. Edwin C. Johnson (D-Col.) last week.

Additional provision is made that the resolution should not prevent or affect any decision in the KOB Albuquerque, N. M., case.

Last week also saw Victor A. Sholis, director of the Clear Channel Broadcasting Service, in a telegram to the Senate Interstate Commerce Committee, reiterate that groups intent to seek higher power.

Sen. Johnson, who is the author of the Johnson Bill (S-2231) on which hearings were completed last month [BROADCASTING, April 26], told BROADCASTING that he did not think it possible to get "any radio legislation" through this session. Thus, he said, he introduced this resolution as a "stopgap."

The Colorado Senator plans to present his measure to the Senate Interstate Commerce Committee at an executive session this Thursday. He is the ranking Democrat on the committee.

Text of the resolution follows:

Resolved, That it is the sense of the Senate of the United States that the Federal Communications Commission should not adopt or promulgate any decision in the so-called clear channel case (Docket No. 6741) until such time as a new North American Regional Broadcasting Agreement has been agreed to and ratified by the Senate: Provided, This shall not prevent or affect any decision the Commission may promulgate in the KOB case.

That the Clear Channel stations are intent in their quest for power in excess of 50 kw was emphasized by Mr. Sholis, CCBS director, in the telegram sent from Los Angeles to members of the Senate Interstate Commerce Committee. The telegram, agreed upon at the meeting of CCBS members held in conjunction with the NAB Convention, reaffirmed opposition of the group to the Johnson Bill (S-2231), both as to clear channel breakdown and as to limitation of power to 50 kw. Virtually all of the stations seek 750 kw output. The telegram follows:

Rumors persist that representations are being made to Senate Committee on Interstate Commerce that clear channel broadcasters are not sincere in their endeavors to get higher powers for their stations. These representations are untrue. We have personally checked with the 13 members of the Clear Channel Broadcasting Service present at the pending Annual Convention of the National Association of Broadcasters and with KSL, all of whom have authorized us to make the foregoing statement in their behalf as well as to reaffirm their opposition to both features of the Johnson Bill.

Two Station Sales Are Filed With FCC

SALE of KGER Long Beach, Calif., for $300,000 by the C. Merwyn Dobyns Estate to the John Brown Schools and purchase of WCNT Centralia, Ill., for $120,000 by George Isaac were reported negotiated last week, subject to FCC approval.

The Commission last week also reported filing of competitive bid for WOV New York, submitted by General Manager Ralph Weil and associates as Victory Broadcasting Corp. [BROADCASTING, March 15].

KGER, an independent 5 kw outlet on 1390 kc fulltime, was established in 1926 by the late C. Merwyn Dobyns as a parttime 100 w outlet. Mr. Dobyns was sole owner and manager until his death in 1946. John Brown Schools is headed by Dr. John E. Brown Sr., who owns and operates private schools in Long Beach, San Diego and Glendora, Calif., plus two others in Arkansas [CLOSED CIRCUIT, April 26]. Dr. Brown is principal owner of KUOA Siloam Springs, Ark.

WCNT, a 1 kw daytime outlet on 1210 kc, is being sold by Hobart Stephenson who plans to move to California for health reasons. Mr. Isaac, who will form a new firm to operate the station, one time was commercial manager of WGN Chicago and with the Chicago *Tribune* for several years. For the past 11 years he has been with WCFL Chicago and now is WCFL salesman. WCNT deal was arranged by Blackburn-Hamilton Co.

The Victory Broadcasting proposal to purchase WOV is competitive to the earlier application of General Broadcasting Corp. for acquisition of the station from the Arde Bulova interests for about $300,000. General Broadcasting is headed by Richard E. O'Dea, part-owner of WOV, and Herman Bess, sales director of WMCA New York.

FIRST 15 PROGRAM HOOPERS—May 15 Report

Program	No. of Sta-tions	Sponsor & Agency	Hooper-ating	YEAR AGO Hooper-ating	+or−	Pos.
Radio Theater	153	Lever Bros. (JWT)	22.4	22.3	+0.1	4
Walter Winchell*	240	Andrew Jergens (Orr)	21.0	18.2	+2.8	10
Godfrey's Talent Scouts	149	Lipton Co. Div. Lever Bros. (Y&R)	20.8	---	---	--
McGee & Molly	144	S. C. Johnson & Son (NL&B)	20.1	24.8	−4.7	2
Jack Benny*	163	American Tobacco (BBDO)	19.6	18.8	+0.8	8
My Friend Irma	147	Lever Bros. (Y&R)	18.7	---	---	--
Amos 'n' Andy	151	Lever Bros. (R&R)	18.6	20.4	−1.8	5
Bob Hope	131	Pepsodent Div. Lever Bros. (FC&B)	18.1	26.9	−8.8	1
Mr. District Attorney	141	Bristol-Myers (D,C&S)	17.4	17.6	−0.2	11
Truth or Consequences	144	Procter & Gamble (Compton)	17.0	13.5	+3.5	15
Charlie McCarthy	149	Standard Brands (JWT)	16.8	18.3	−1.5	9
Music Hall	144	Kraft Foods (JWT)	16.5	9.3	+7.2	60
Fred Allen	163	Ford Dealers (JWT)	16.4	19.5	−3.1	6
Duffy's Tavern	140	Bristol-Myers (Y&R)	15.6	13.8	+1.8	13
Screen Guild Players	160	R. J. Reynolds (Esty)	15.2	19.0	−3.8	7

* Includes first and second broadcast.

TOP TEN DAYTIME HOOPERS—May 15 Report

Program	No. of Sta-tions	Sponsor & Agency	Hooper-ating	YEAR AGO Hooper-ating	+or−	Pos.
Romance of Helen Trent	78	Whitehall Pharmacal (D-F-S)	7.8	6.6	+1.2	2
Portia Faces Life	89	General Foods (B&B and FC&B)	7.8	6.4	+1.4	3
Rosemary	60	Procter & Gamble (B&B)	7.5	5.2	+2.3	24
Our Gal, Sunday	80	Whitehall Pharmacal (D-F-S)	7.4	5.7	+1.7	14
When a Girl Marries	77	General Foods (B&B and Y&R)	7.4	7.6	−0.2	1
Ma Perkins (CBS)	81	Procter & Gamble (D-F-S)	7.3	6.3	+1.0	6
Stella Dallas	146	Sterling Drug (D-F-S)	7.3	6.3	+1.0	5
Young Widder Brown	145	Sterling Drug (D-F-S)	7.2	6.4	+0.8	4
Big Sister	91	Procter & Gamble (Compton)	7.0	5.8	+1.2	12
Pepper Young's Family	150	Procter & Gamble (P&R)	6.9	5.8	+1.1	13

Foundation Co. Petition Against WQQW Denied

PETITION by Foundation Co. of Washington, applicant for 5 kw fulltime on 580 kc, for consolidated hearings with WQQW Washington was denied May 3 by FCC. Foundation Co. wished to include issues to determine the qualifications of the licensee of WQQW and also requested termination of license.

Contention by the Commission is that Foundation Co. has not substantiated its claim that WQQW is not being operated properly and that therefore there is no basis for revocation proceedings against WQQW. Also, since Foundation Co. filed new station application July 2, 1946, after grant had been made to WQQW, on June 13, 1946, petitioner is not at this time entitled to comparative consideration, FCC said. WQQW operates daytime on 570 kc with 1 kw.

UP QUITTING BASEBALL PLAY - BY - PLAY WIRE

UNITED PRESS ended on May 22 its play-by-play baseball wire service from which some stations had been broadcasting "reconstructed" games.

Cancellation of the service, which was begun with the opening of the current baseball season April 19 as part of the UP's regular sports wire, was due to complaints by Western Union, whose long-term contracts with both major leagues provide for exclusive play-by-play rights.

This was disclosed by UP Sports Editor Leo Peterson, who said the UP was unaware of any infringement of Western Union rights when it instituted the added service to station clients as well as newspapers at no added cost.

Mutual Directors, Officers Re-Named

OFFICERS and directors of the Mutual Broadcasting System were re-elected at a board of directors meeting held at the new Mutual-Don Lee studios, 1313 North Vine St., Los Angeles, with Lewis Allen Weiss, vice president and general manager of the Don Lee Broadcasting System, retained as chairman of the board and Edgar Kobak as president of Mutual.

Other officers included:

Theodore C. Streibert, president of WOR, as vice-chairman of the board; and the following re-elected as members of the board of directors: Willet H. Brown, vice president and assistant general manager of Don Lee; E. M. Antrim, secretary-treasurer of WGN and of the "Chicago Tribune"; H. K. Carpenter, executive vice president of United Broadcasting Co., Cleveland; Chesser Campbell, WGN, general manager, "Chicago Tribune"; J. R. Poppele, chief engineer and vice president of WOR; Thomas F. O'Neill, vice president of Yankee Network, Boston; Benedict Gimbel Jr., president of WIP Philadelphia; J. E. Campeau, president of CKLW Detroit; Linus Travers, vice president and general manager of Yankee Network; Messrs. Weiss, Kobak, and Streibert.

Miller Given Executive Post With Gannett Radio

APPOINTMENT of Paul Miller, former Washington correspondent, and for the past year assistant to Frank Gannett, president of the Gannett newspapers and stations, as executive director of radio and television operations, was announced last week by Frank E. Tripp, Gannett general manager. The newly-created position is in addition to his other executive duties.

Mr. Miller headed the Associated Press Bureau in Washington before joining Gannett. Stations in the Gannett group are WHEC Rochester, N. Y.; WTHT Hartford; WABY Albany; WDAN Danville, Va.; WHDL Olean, N. Y.; WENY Elmira, N. Y.

Keystone Bcstg. System Adds 23; Total Now 333

THE FOLLOWING 23 stations have become Keystone Broadcasting System affiliates, raising the total of KBS stations to 333, of which 296 are in one-station markets, the network reports:

KBOL Boulder, Col.; KRLN Cannon City Col.; KCOL Fort Collins, Col.; WEUS Eustis, Fla.; WBBQ Augusta, Ga.; WFTW Fort Wayne, Ind.; KTRF Thief River Falls, Minn.; KPRK Livinston, Mont.; KRAM Las Vegas, Nev.; WHUC Hudson, N. Y.; KWHW Altus, Okla.; KWCO Chickasha, Okla.; KVLH Pauls Valley, Okla.; WETB Johnson City, Tenn.; KRUL Corvallis, Ore.; KVLF Alpine, Tex.; KRUN Ballinger, Tex.; KIOX Bay City, Tex.; KSTB Breckenridge, Tex.; KOSF Nacogdoches, Tex.; KSTV Stephenville, Tex.; KTLW Texas City, Tex. and WAYB Waynesboro, Va.

Timely network show for sale
at Low Co-op rates!

"Mr. President"

Sold in 63 markets...
available in other cities

starring M-G-M's **EDWARD ARNOLD**

SUNDAY
2:30-3:00 PM EDT
ABC NETWORK

Created by
Robert G. Jennings

ABC has a real winner in MR. PRESIDENT. Here's a program packed with action, human interest, suspense, and drama . . . with an exciting patriotic flavor that appeals to *every* age group! It would be sure-fire entertainment in *any* year, so it's brimming over with timely appeal in this big election year, when all eyes are focused on the White House!

Sponsors love it! 63 happy backers (count 'em, 63!) point with pride to their favorite program. The Bruce Perry Motor Company in Huntington, West Virginia, for instance, report that in 25 minutes they balloted 137 answers to a phone-in offer made on the show over WSAZ. And Alexander Heyburn, Jr., of Doe Anderson Advertising Agency, Louisville, writes to WINN: "Our client is tickled pink with the results..."

And they're not the only ones! Teachers and students are equally excited about MR. PRESIDENT. A school teacher sums it up when she says, "Besides its entertainment value—and it has much of that—its educational value makes it doubly worthwhile."

A merchandising natural! Anything to do with the White House this year is NEWS! Sponsors can play up this timely interest by sending program announcements on White House post cards, signed "Mr. President (Edward Arnold)." Then there are 32 specially minted coins, each with the profile of a different president, a summary of his career, and an album with the sponsor's name. They're ideal for premiums or point-of-sale promotions.

MR. PRESIDENT offers you all the prestige of a big-name, big-time network show—at low co-op rates! You pay only your local share of the total network cost. Get complete details *today* about availability in *your* area from your local ABC station, or . . .

ABC American Broadcasting Company
CO-OPERATIVE PROGRAM DEPARTMENT · 33 WEST 42ND STREET · NEW YORK

Equipment

(*Continued from page 34*)

known as the Magnecorder TR-6, reported to be the first of FM quality design. Included in the exhibit were other magnetic recorders and reproducers of a tape and wire characteristic.

Presto Recording Corp. was represented by several of its units which are thoroughly familiar to the industry, with improvements on its models affecting both mechanical and amplifier units. Also shown was a new Presto dual motor possessing direct drive characteristics. Also included were new types of amplifier equipment as well as Presto recording discs and other miscellaneous units.

REL Exhibit

Radio Engineering Labs showed its latest spread of equipment designs for FM broadcast service including "Quadriline" amplifier and the "Serrasoid" modulator which makes possible a signal-to-noise ratio of less than ¼ of 1%.

Rangertone Inc. offered its new tape recorders, including those capable of high fidelity tape recording. Demonstration made clear that Rangertone tape recorder has complete speed control of "rewind" in either direction. Magnetic heads for erase, record and playback were also shown.

Herman Hosmer Scott Inc. showed its latest model dynamic noise suppressor plus a new sound level meter.

U. S. Recording Co. demonstrated its new speech input console as well as a debut for its two-position remote mixer-amplifier, capable of operating on either AC-DC or batteries. Other models included portable playback as well as samples of custom-made speech input and other station equipment.

Western Electric Co. radio division showed its latest installation of custom-built equipment at the new MBS-Don Lee Broadcasting System studios in Hollywood. Exhibit contained 10-kw FM "transview" transmitter currently being installed by CBS for its KNX Hollywood outlet, and a tour of station's Mt. Wilson transmitter site was afforded visitors.

Westinghouse Electric Corp. featured its new 10-kw FM transmitter. Firm also afforded delegates a peek at its FM promotion plan, a complete package consisting of 47 specifics of station promotion. Plan is based upon company's operation of its own five FM broadcasting stations.

Wincharger Corp. featured its new FM antenna and coaxial transmission line and photographs of various Wincharger radio tower installations, a model tower AM and FM, plus tower lighting equipment.

Production and Other Exhibits

Allied Record Mfg. Co. demonstrated its manner of disc production through the use of records in each phase of production. Samples were on display, including those made for the armed services. A pamphlet entitled "Suggestions for Professional Master Recording" was distributed to delegates.

Associated Program Service showed a flair for promotion by purchasing six hours daily, in association with Collins Radio, on KKLA, Los Angeles FM station, an APS subscriber. For five days, 12-6 p.m., firm demonstrated the FM quality of its music to station delegates.

Broadcast Measurement Bureau maintained an exhibit which was open to subscribers and would-be subscribers in AM, FM and television in the U. S., Alaska and Hawaii.

Broadcast Music Inc. included in its presentation a summary of its activities from 1940-1948. Charts and graphs demonstrated the pattern of music performances, and there was other material on the use of BMI music by member stations.

Capitol Records maintained an exhibit which made it possible to hear programs contained in the transcription service as well as all programs available through the firm. Notable was the announcement of the five-weekly *BMI Variety Parade* which will be included in the library service and scripted by BMI. Visitors also received a frequency test disc, with Peggy Lee calling the frequencies.

Harry S. Goodman Radio Productions introduced its new *All Star Western Theatre*, utilizing several models dressed in cowboy costume who strolled through the corridors with appropriate signs. Attention also was focused on firm's five hours weekly of the *Duke Ellington Disc Jockey Show*.

Industrial Information Inc. (RELI Surveys) demonstrated its method of audience measurement through the medium of a recent test study of the listening habits of San Diego radio homes. Utilizing a mailing piece to reach all listeners in any desired cross-section sought, RELI translates all returns into "milaud rating" figures. The latter are measurements in the thousands of the number of homes delivered to a station, network or program for any specific time. Sponsor identification and product use may also be ascertained by this form of measurement.

Commodore Productions & Artists debuted its *Hopalong Cassidy* series. In addition, other program properties of the firm were available. Prime emphasis in firm's exhibit was on wild west theme, complete with slot machines and bucking steers.

Lang-Worth Feature Programs representatives were on hand to show their latest specialized program service for advertisers, the Synkrodisk accompaniment recording and the Ralendex file of feature facts on talent and instrumentation to be utilized with firm's music library.

C. P. MacGregor display featured glossy photos of firm personalities who have participated in various productions of the firm. Examples of some of its series such as *Hollywood Theatre of Stars* and *Proudly We Hail*, were aired for interested delegates.

Mayfair Transcription Co. surprised delegates with its newest transcribed series *The Damon Runyon Theatre* based upon fiction of the late writer. Alan Ladd, star of firm's *Box 13* series, also was on hand to greet station executives. There were also records of Mayfair's *Box 13* and *Chuck Wagon Jamboree*.

NBC Recording Division

NBC Radio Recording Division was represented with complete line of firm's programs and library service.

SESAC Inc. presented its new military-symphonic band music series, the latest addition to the SESAC transcribed library. All music in this new addition was recorded by the National Symphonic Band.

Standard Radio demonstrated the quality of various tape recordings with presentations of music that had been recorded in Mexico and France, as well as other samples of work done in this country. Pending the determination of standards by the NAB, Standard is not attempting to market the tape library to the industry. Standard also demonstrated the Ampex recorder.

World Broadcasting System was represented with two new libraries, *The Treasury of the Spoken Word*, featuring wit and wisdom as performed by several prominent actors, and *Mood Music*, library of more 1,200 selections for AM, FM and video broadcasters.

Frederic W. Ziv Co. made it possible for various delegates to get their picture taken with Ronald Colman's Oscar. Firm featured its roster of name talent including Ronald Colman, Wayne King,

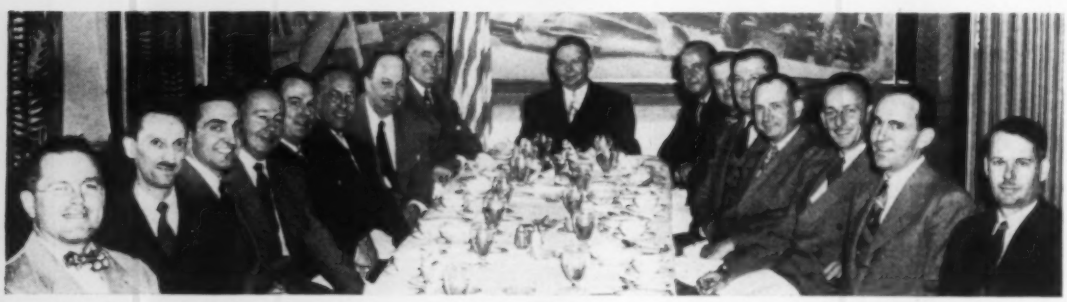
(*Continued on page 83*)

FCC APRIL REPORT

FCC MONTHLY report for April shows that as of April 30 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total authorized	2,002	1,025	97
On the air	1,751	510[1]	22
Licensed	1,657	123	7
Construction permits	345	775	90
Conditional grants		127	
Total applications pending	1,366	487	264
Requests to change existing facilities	317	4	---
Deletion of permits in April	2	7	---
Deletion of licenses	1	---	---
Deletion of conditional grants	---	2	---

[1] Includes 32 conditional grants and 355 construction permits.



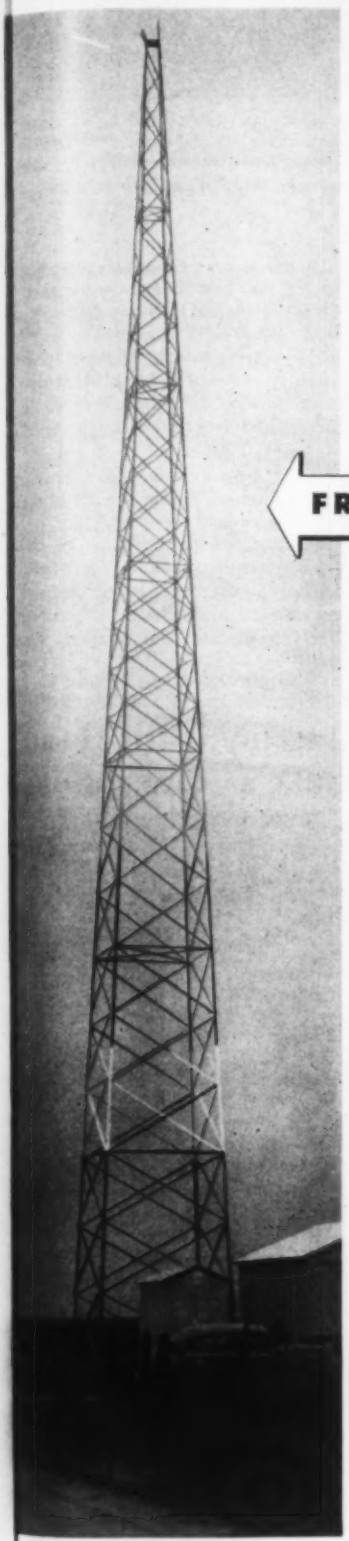
FIRST MEETING of the WJR Detroit staff with its new president, Frank E. Mullen, took place at this luncheon in Detroit May 15. On July 1 Mr. Mullen becomes president of WJR, WGAR Cleveland and KMPC Hollywood, and the owner and former head of those stations, G. A. Richards, becomes chairman of the board. Around table (l to r): Conrad Noll, operational manager; Fred Friedenthal, chief engineer; Jim Quello, publicity manager; Don Large, choral director; Norman White, production manager; Mark Haas, educational director; Marshall Wells, farm editor; Mr. Mullen; Mr. Richards; Stanley Boynton, head of Boynton Agency; George Cushing, vice president in charge of news and special events; Arch Shawd, sales manager; William Siebert, treasurer; Worth Kramer, program director; Fred Leydorf, vice president in charge of engineering; Walter Workman, chief engineer at WJR transmitter.

XUM

EMSCO

RADIO TOWERS

FOR AM, FM, UHF, TELEVISION AND RADAR



A Tower of Strength

The design of Emsco Radio Towers is backed by more than a quarter-century of experience in engineering and fabrication of radio towers, oil field derricks, power transmission towers and allied structures. Two modern, completely equipped plants at Los Angeles and Houston have unsurpassed facilities for engineering, fabrication, galvanizing and erection of both guyed and free standing towers. Emsco engineered towers are designed for high wind loads, low maintenance costs and perfect pattern.

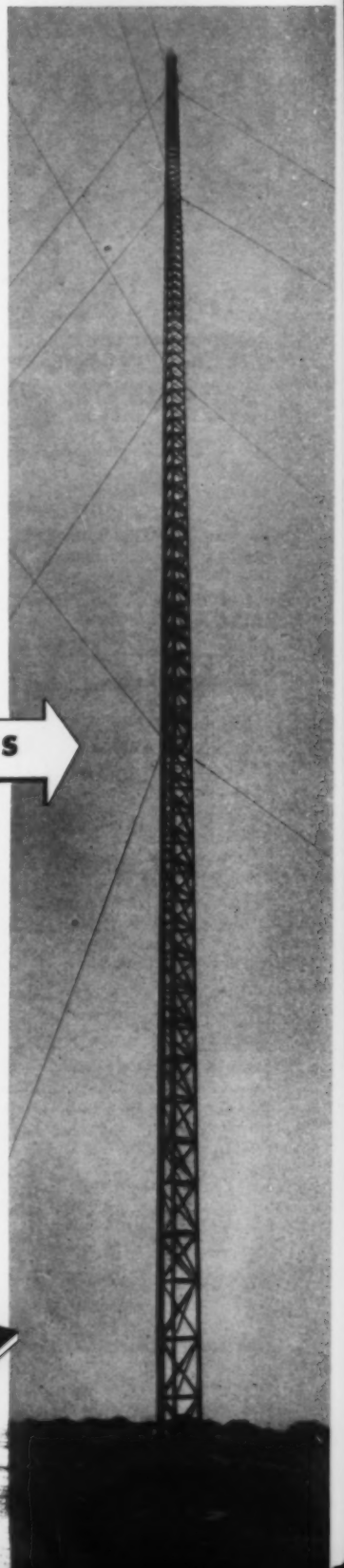
FREE STANDING TOWERS

Emsco free standing towers are manufactured in any practical heights. These self-supporting towers are designed and engineered with safety factors which extend beyond the limits of stress imposed by severe wind storms. Tower designs provide for a wind pressure up to 50 pounds per square foot on two opposite faces. Several planes of torque bracing prevent twisting of the tower. Square cross section, with lacing of all four sides, provides an extremely strong and rigid construction. Hot dip galvanizing, after fabrication, insures long life and low maintenance cost. They are available with insulated bases as optional equipment, and are designed to accommodate any type of signal equipment.

GUYED TOWERS

Emsco guyed towers are manufactured in any practical heights. They are triangular in shape to provide a minimum of wind resistance. These vertical face towers are engineered by a staff of thoroughly experienced structural engineers to resist the stresses imposed by severe wind storms. Full consideration is given to both vertical and horizontal guy line stresses. Unit stresses are in accordance with A. I. S. C. specifications. Light weight and interchangeability of parts assures easy transportation and quick erection. Hot dip galvanizing provides permanent protection against corrosion. Erection is facilitated by fabricating the tower so that it can be assembled in twenty-foot sections on the ground. Emsco guyed towers may be equipped with crown safety platform, bucket type elevator, signal base and insulated base at the option of the customer.

A SIZE AND TYPE TO MEET EVERY NEED OF RADIO AND TELEVISION TODAY AND TOMORROW



Write for Complete Information Today!

EMSCO DERRICK & EQUIPMENT COMPANY

HOUSTON, TEXAS ★ LOS ANGELES, CALIFORNIA

WMBD
dominates
PEORIAREA

...with
TREMENDOUS
HOOPERS

IN EVERY CASE, WMBD gives CBS advertisers a bonus Hooper over the national ratings. Superior local programming plus affiliation with Peoria's favorite network show results such as these (from Hooper Peoria Ill. Fall-Winter Report—Oct., 1947 thru Feb., 1948):

Program	Peoria Hooper
Lux Radio Theatre	34.1
Arthur Godfrey*	31.2
My Friend Irma	30.7
Mr. and Mrs. North	29.1
Big Town	26.1
Fannie Brice	26.0
Inner Sanctum	25.6
Screen Guild	25.3
FBI in Peace and War	24.0
Blondie	22.5
Crime Photographer	20.1

*Monday Evening Show

Remember — WMBD has a larger share of the Peoria audience than all other Peoria stations combined! See Hooper Peoria Ill. Fall-Winter Report. Oct., 1947 thru Feb., 1948.

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

Coy

(Continued from page 21)

casting systems—aural and video—as responsive to the needs of our democratic society as it is within our power to do."

Mr. Coy said it "seems obvious that we can no longer delay the beginning of our planning for adequate television channel availabilities. The Commission's hearing on Sept. 20 seeks to get from the industry all of the information available. The Commission hopes that its order will serve to increase the quantity and quality of research in the field.

"The Commission expects differences of opinion as to the issues involved in the hearing (opening of the higher frequencies to commercial television). But the Commission also expects that out of the hearing will come sufficient information and knowledge to enable the Commission to fix standards for the utilization of the 475-890 mc band in whole or in part."

FCC, he said, is "determined that there will be enough channels" for a "truly nation-wide competitive system" of television and "one that will serve all of the people of this country and not just those fortunate enough to live in metropolitan areas."

Concedes Limitation

He conceded this could not be done with only the present 12 low-band channels. Nor would these channels permit accomplishment of FCC's views that "opportunities to get into the television field should be afforded to as many people as possible," Mr. Coy added.

He continued:

It does not take much of a prophet to state now that it is a question of only a few months until all television channels available in major metropolitan areas are assigned. A casual look at the newly proposed expanded television plan discloses that while geographically speaking the country will be fairly well served, yet, in areas of high population density, the same insufficiency of channels will still exist. One has only to take a look at the allocation plan to discover that New Jersey, New England, Pennsylvania, Ohio and other important places will be very inadequately served.

Mr. Coy held out hope that "in another year" it would be possible for "the members of the FCC (to) meet with your district NAB gatherings and discuss our mutual problems in an informal manner."

In his FM review, Mr. Coy said the networks, while regarding FM as "an improved medium," nevertheless "apparently think of their networks as providing a single program service either through AM or FM or both of them."

But he noted that network affiliates "have not entirely accepted that point of view." The relation between AM and FM, he said, "requires some hard thinking and planning if we are to fix our goals for a sound aural broadcasting service for the future."

He said the Continental FM Network, regional FM networks and "a few independent FM broadcasters have a program service that will demonstrate the full fidelity capabilities of FM." The medium, he added, "will really have its change when 15,000-cycle lines are available for networking, or when microwave relays can be constructed for the purpose of networking, or when there are a sufficient number of FM stations on the air to provide for network operations by re-broadcasting."

Mr. Coy steered clear of such subjects as facsimile, the Mayflower decision on editorializing, the Port Huron decision on responsibility under the political-broadcast law, and the clear-channel case. These matters are pending before FCC, he explained, and it would be "inappropriate" to discuss them.

The FCC executive characterized radio channels as "among the most valuable resources that the American people own today." He said it is the responsibility of every broadcaster "to participate to the fullest extent of his capabilities in planning for the radio services of the next generation."

He said he was "confident that the broadcasting industry, that has achieved so many triumphs in the past, will make and execute bold plans for the future to insure the swift and orderly progress of this great force in our civilization." He assured the broadcasters that "in that effort you will have the unremitting support of the FCC."

Mr. Coy also got in several good-humored licks.

Having spent much of his five months in office appearing before, or preparing statements to, various Congressional committees, he told the delegates that the phrase "A trip to Capitol Hill" is synonymous with "trip to the woodshed."

He thought FCC-industry relations "now have a chance of reaching an all-time high"—particularly if NAB adopted that portion of its code banning "disrespectful portrayal of law enforcement, and characterization of the officers of the law as stupid or ridiculous."

In return, he said, FCC in its dealings with broadcasters could abide by the code's ban on "brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly."

He wasn't sure, though, that these provisions were still in the code, because "the draft changes so often—almost as often as the draft of an FCC decision."

NAB conventions, he quipped, "have some of the earmarks of the old-time revival camp meeting . . . according to the ritual . . . the NAB president comes forth and confesses the sins of the FCC, and the chairman of the FCC just as freely confesses the sins of the NAB."

BETWEEN business sessions at NAB Convention are (l to r): J. Gordon Wardell, general manager of KGBX Springfield, Mo.; Merle Jones, general manager of CBS' WCCO Minneapolis; Ralph Evans, executive vice pres. WHO Des Moines, WOC Davenport; Mrs. Howard Meighan, wife of the CBS vice pres., Mr. Merle Jones.

Joscelyn to Head KNX's Operations

AUSTIN EVERETT JOSCELYN, former manager of WBT Charlotte, N. C., and WCCO Minneapolis, Thursday was appointed director of K N X Los Angeles operations by D. W. Thornburgh, CBS vice president in charge of the Western Division.

Mr. Joscelyn

Mr. Thornburgh explained that the post, a new one in the CBS - Hollywood organization, was made necessary by increased activities of the network's Western Division.

Mr. Joscelyn has been identified with radio since 1934 when he joined the sales staff of Free and Sleininger, radio station representative, after 12 years in the newspaper field. He became a member of the CBS Radio Sales staff in Chicago in 1937, moving to New York in 1938 as eastern manager of Radio Sales.

On Jan. 1, 1940, he was appointed manager of WBT, then owned by CBS. In November 1942 he became manager of WCCO. He left WCCO in 1947 to become vice president of the Northwest Linseed Co., a position he recently resigned.

Public Service

(*Continued from page 25*)

situation warranted.

Asking the broadcasting industry for continued financial aid to continue the Advertising Council program, Mr. Mortimer stated that radio's contribution to the 1948 budget has been tentatively set at $50,000, less than 10% of the total budget, and just about the amount needed to operate the radio division.

He revealed that the four major networks and NAB have underwritten $28,800 with individual stations approximately $11,000. More than $10,000 is still needed. He advised that all stations are being asked for contributions, and urged broadcasters to "open your minds and I'm sure you'll open your pocketbooks."

"But even more than your money we want your help—or rather, we want radio to help itself by helping the Council," Mr. Mortimer said. "I mean all-out participation and cooperation."

Broadcasters were urged to do a better selling job to advertisers in backing the Council's radio allocation plan. Mr. Mortimer said that each network should accept responsibility for selling its own client list 100%. Network affiliates were advised to use influence in getting national advertisers signed up in the plan. Local station operators, he declared, can do the greatest good with local applications and cooperation of national campaigns. A plea was also made that broadcasters identify source of the effort. "Too many folks don't know that when a program does an effective job on a public service theme, some business man—advertiser or broadcaster—has paid the bill that makes it possible."

Cites Opportunities

He reminded broadcasters that the industry has a three-fold opportunity:

(1) Serving the public and the nation.

(2) Disarming the critics of radio.

(3) Building solid goodwill for American radio and American business.

"That's the job for radio as I see it," he declared. "And if radio does its job, we at the Council can keep on with our job—of shouting from the housetops and in the halls of government that free American radio serves the American people as no other form of radio could ever serve it.

"It seems to me it should be obvious that, whether it is in peace or war, there are only two ways to achieve mass action . . . one is compulsion and the other is persuasion. There are degrees in between, but the further you get from compulsion, the more you must resort to persuasion. If I am not mistaken, in the days ahead we are going to need to apply all the persuasive powers we possess. Persuasion is the best and truest sense of the work—through the circulation of basic facts."

Expressing hope that he had conveyed something of the Council's conviction that "this new use of advertising has added something important to the strength of our democracy," Mr. Mortimer said, "if I have given the impression that when an advertiser gives a page of space or five minutes of radio time to a Council campaign he is merely contributing to the national welfare, let me correct it now.

"True, he is casting his bread upon the waters, but it will return to him well buttered. He is acting in his own enlightened self-interest. And in the same way, when public service advertising appears over your station, you are giving evidence with deeds instead of words that you as a broadcaster are conscious of your social responsibilities. You are by your own actions refuting those enemies of radio who are so fond of claiming that the heart of a radio station is located in its pocketbook."

Miller Keynotes

(*Continued from page 24*)

place, the broadcasters may then decide to stiffen the standards accordingly."

Judge Miller discussed good taste, and some of the problems involved in this phase of the standards. He touched on difficulties the BBC has experienced. "We are fortunate that we have no BBC in control of broadcasting here," he said. "We hope we will have no government censor of the tastes of our people, and we should pray for guidance in our own efforts to set standards in this difficult area."

The standards should be flexible, he said, to encourage experimentation despite the cries that will come from critics who will complain of experiments that don't succeed. "I have no intention of suggesting the adoption of ineffective or weaseling standards of practice," he said, calling on the industry to speak with assurance and certainty. Team play is vital, he continued, warning against skimming "the cream of meretricious profits, so long as possible" with the risk of public disfavor and more restrictive regulation and legislation.

Sees Dangers

Pointing to the dangers involved, he said, "these men are unable to understand that the alternative to self-regulation is government regulation and, perhaps, government broadcasting itself, this in spite of practically worldwide government operation, or close regulation of broadcasting everywhere except in the United States. Apparently, these men have been unaware of repeated legislative proposals for greater government control of broadcasting in this country, of Mayflower Doctrines, of Port Huron cases, of Blue Book extravaganzas, of impossible programming promises of applicants, stimulated by these legislative and administrative forays."

There still is great danger of legislative limitations on federal and state levels, he said, referring to devices for by-passing constitutional guarantees and citing several U. S. agencies which regulate groups unwilling or unable to regulate their own conduct.

The answer, he said, is to adopt, accept and observe a code "as a fair harmonizing of the ideal, on the one hand, and the realistic, down-to-earth necessities of practical, successful broadcasting, on the other."

Judge Miller said rival media and advertiser-agency groups have generally accepted NAB's code-writing in good faith, though caustic newspaper comment and slanted magazine articles still appear. "We still hear of pressures exerted by advertisers for third-grade scripts," he said. "But we are getting wholehearted commendation and assurance that we are moving in the right direction, from responsible leaders among the advertisers and agencies."

Difficult to Enforce

The enforcement problem is difficult, he said, indicating he feels the board should name a committee to review all methods of "observance" once the Code has been adopted. He said the present task is to be sure the standards are as nearly perfect as possible. Unwillingness to adopt and observe standards would imply "a lack of sufficient maturity to understand the nature of the professional spirit and lack of capacity to assume its responsibilities," he said, declaring broadcasters must come of age professionally.

"This is the time to act; we have delayed long enough," he said. "I have full faith and confidence that you will do so."

STANLEY E. HUBBARD (l), president and general manager of KSTP Minneapolis-St. Paul and John Royal, NBC vice president in charge of television, talk things over during a dinner heralding the start of commercial television over KSTP-TV. The dinner was attended by more than 700 men and women representing aural and visual radio in the Midwest.

MUSIC...
SPORTS...
24 NEWS... hours a day

WINZ

FLORIDA'S
BIG
INDEPENDENT
1000 watts-940 kc

●

ten millivolts
on
FLORIDA'S
RICH EAST COAST
from
FORT LAUDERDALE
to CORAL GABLES

●

Studios:
MIAMI BEACH, MIAMI
and HOLLYWOOD

Main Studio:
HOLLYWOOD BEACH
HOTEL
Hollywood, Florida

Jonas Weiland, *President*

Represented by:
John H. Perry

Control Cost

(*Continued from page 24*)

stations in obtaining a larger share of the retail advertising dollar.

Sales aids such as success stories are getting results, he explained, citing several examples.

Latest development to aid stations is a book titled *Operation Traffic Flow*, documenting 50 successful retail radio campaigns conducted by 50 outstanding department stores who won NRDGA radio awards for outstanding air advertising. All the facts are completely documented in the series of "Junior Joskes" and he promised stations the book will aid them in solving their retail problems.

Other Groups Join

Other associations are joining NAB in "espousing the cause of radio as a primary advertising medium," he said, mentioning American Bankers Assn., Radio Manufacturers Assn., American Hotel Assn., and National Assn. of Electric Companies.

As to the problem of cost control, Mr. Willard said the upward income curve had slowed down to the point where 1947 costs increased faster than sales. "That this general tendency must be corrected, if the industry is to remain healthy, is incontestable," he explained.

Radio's principal costs are labor costs he continued, calling for more careful control or stations will "face the consequences." Cost increases no longer can be passed along in the form of general rate increases, he said, since radio's preferred position might be seriously damaged.

Working on this problem, he continued, is the Research Dept. with its studies outlining expense factors. Other studies are underway.

Bears Brunt

Bearing the brunt in cost control is the Employe-Employer Relations Dept., Mr. Willard said (see story, page 24).

Mr. Willard praised work of the joint Industry Music Committee. He listed among its achievements the three-year network contract with AFM at current rates; FM duplication at no extra cost; live music for FM networks at reasonable rates; live music for TV at an adjusted scale; TV duplication without additional premiums; abandonment of the quota principle for stations; abandonment of the per-man per-station payment theory for network programming.

Original objectives of the united front have almost been achieved, Mr. Willard said. He explained that the committee now is working on the ban on records and transcriptions.

Analysis of hundreds of proposed union contracts has prevented establishment of new and ultimately costly principles in contract form, he said.

Program Costs

The Program Dept. is working on control of program costs, Mr. Willard declared, listing the program reference library, program production manual, brochure of open-end transcriptions. These are designed to do a double job—providing new, fresh and useable and commercially feasible program material, suggestions and ideas, he continued, and to build and maintain a source of supply of these basic elements for use and production by stations at proper program cost levels.

Mr. Willard concluded with reference to publications such as the Revised Engineering Handbook, engineering bulletins on maintenance, Accounting Handbook and others designed to help station managers more closely control costs of operation.

GOLF

Fedderson, Everett Top NAB Field

DON FEDDERSON, general manager of KYA San Francisco and KLAC Los Angeles, and Max Everett, radio manager of J. P. McKinney & Son, New York, deadlocked for first place in the 13th Annual BROADCASTING Magazine NAB Golf Tournament last Wednesday at the California Country Club, Los Angeles.

They were awarded silver loving cups by BROADCASTING.

Messrs. Fedderson and Everett each shot 86, but with blind bogey handicaps their net totals dropped to 65. Pete Watts of KYOR San Diego was low medalist with a 79, but his handicap of six was not enough to bring him first honors.

Low net scores ranged from 65 to 81. The average gross score was 88.

Henry Konsky of Smith, Bull & McCreery, Hollywood, and Carl Burkland of CBS Radio Sales, New York, were tied for second low net honors with 67's. Robert Stoddard of KATO Reno, Robert Hussey of Young & Rubicam, Hollywood, and Clyde Coombs, KROY-KARM Sacramento-Fresno, each shot 69 with their handicaps.

Other players and scores:

NAME	GROSS	HANDICAP	NET
Harry C. Butcher, KIST Santa Barbara	89	18	71
Tom Wright, Young & Rubicam, Hollywood	92	18	74
Harry McTigue, WINN Louisville	104	30	74
Hugh Feltis, BMB New York	95	18	77
Maurice E. McMurray, WHO Des Moines	87	6	81
Len Nasman, WFMJ Youngstown	92	18	74
Harvey Benson, KUGN Eugene, Ore.	83	3	80
Donald W. Thornburgh, CBS Hollywood	88	15	73
Wendell Campbell, KMOX St. Louis	104	30	74
E. C. (Gene) Kelly, KCRA Sacramento	87	12	75
J. M. Wynn, WHAS Louisville	86	15	71
Arch Morton, KJR Seattle	97	30	67
George W. Johnston, SESAC Inc.	103	30	73
W. E. Young, Capitol Transcriptions N. Y.	103	30	73
Earle H. Smith, Edward Petry & Co., S. F.	95	24	71
Kenyon Brown, KWFT Wichita Falls, Tex.	103	30	73
Fred Gamble, President, AAAA, New York	99	27	72
Fred Henry, KLAC Hollywood	96	18	78

Kittner Promoted; To Assist Cottone

JOSEPH M. KITTNER, chief of the litigation section of the FCC Law Dept., has been appointed assistant to the Commission's general counsel, Benedict P. Cottone.

Mr. Kittner

Mr. Kittner succeeds David C. Adams, who resigned last fall to become assistant to former FCC Chairman Charles R. Denny, now vice president and general counsel of NBC [BROADCASTING, Nov. 17, 1947]. Mr. Kittner has been a member of the Commission's legal staff since December 1941.

First employed in the War Problems Division, Mr. Kittner later transferred to the Litigation and Administration Division. Before his appointment as litigation section chief, Mr. Kittner was chief of the administration section. In the fall of 1947 he was a member of the U.S. delegation to the Havana technicians' meeting regarding revision of the North American Regional Broadcasting Agreement.

Mr. Kittner was born in Weldon, N. C., in 1917. He was graduated from the U. of North Carolina in 1937 with the degree of B.S. in Commerce and received his LL.B. there two years later.

Ad Council Changes

THE ADVERTISING Council last week named Gordon Kinney as radio director to replace George P. Ludlam, who has been made vice president in charge of the New York office. Mr. Kinney, before joining the council in 1946, was deputy in the Domestic Radio Bureau, Office of War Information, Washington.

Mrs. Mollie Belding

FUNERAL services were held May 17 in Long Beach, Calif., for Mrs. Mollie Belding, 80, mother of Don Belding, board chairman of Foote, Cone & Belding, Los Angeles. Mrs. Belding died May 15 at her home in Long Beach.

"KBKI SELLS IN 42 WONDERLAND* TOWNS!" said Alice

"But I never heard of Skidmore or Freer or Orange Grove," objected the Timebuyer. "Are you sure they're towns?"

"Of course I'm sure," said Alice, "because local merchants in Skidmore and Freer and Orange Grove and 39 other towns and small cities in Wonderland have paid us good money for KBKI advertising since last November. Those are the places where Wonderland folks spend all that money they get for their cattle and oil and grain and cabbage. So of course those local merchants advertise on the station their customers listen to most."

*WONDERLAND: that rich collection of ranches, farms, oil fields and communities where KBKI is THE station.

1000 WATTS CLASS II CLEAR CHANNEL 1070 KC.

KBKI

ALICE (in Wonderland) TEXAS

XUM

FOSTER & DAVIES, INC. PRESS DEPARTMENT
Keith Building, Cleveland, Ohio

WJW SURVEY SHOWS
BROADCASTING
STILL *TOP* RADIO TRADE MAGAZINE

FOR the second year in a row, radio station WJW, Cleveland ABC affiliate, conducted a survey to register the recognition value of its trademark—the WJW Indian Chief—and again the figures showed an amazing recognition percentage, and a top-heavy preponderance of trade reference to BROADCASTING among time-buyers and agencies.

WJW's survey established a 57% recognition figure for their advertising in both surveys proving a consistency which station officials were at first prone to doubt, but of which they were later convinced. Of the 57% who did recognize the trademark, 48% named BROADCASTING as the magazine in which the ads were seen.

The two surveys were remarkably parallel in effect. In 1947, 8,500 cards, picturing the WJW Chief, were sent out to time-buyers and agencies, asking three questions: "Do you ever see him? In what publications? What does he advertise?" 19% of these were returned with 30% of the returned cards claiming to have seen WJW ads. As mentioned before, 57% of those who had seen the trademark, recognized it, and 48% of the 57% named BROADCASTING as the publication, leaving the rest of the trade magazines dispersed among the remaining 9%.

In 1948, from the same number of cards, 24% were returned, an increase of 5%. 41% of these respondents had seen WJW ads, indicating a cumulative growth over the previous year's figure of 30%. Again 57% recognized the Chief as representing WJW. BROADCASTING once more established itself as leader in the trade magazine field with 45% of the respondents naming it as the publication in which they had seen the ads.

That's the story—and a very musical one indeed to both WJW and BROADCASTING. Very probably the advertiser doesn't live who would not settle for this volume of recognition. It proves also what many advertising men have long claimed. A good trademark, imaginatively used, just about assures recognition of a very high degree.

Some of the favorable comments listed on the cards attest more graphically than figures what the respondents thought of the Chief as a trademark. "Don't ever change it. I think it's darn good. Swell trademark—get me one as good! A good trademark, attention getter, I see it everywhere, it seems to me. Good trademark—good recognition value!"

May 13, 1948

WCAU-TV STARTS *Fanfare of Publicity Marks Launching*

A BOMBARDMENT of advertising, publicity and promotion preceded the start of regular commercial television programs over WCAU-TV Philadelphia yesterday (May 23). The opening itself was marked by 11 hours of telecasting and by important announcements concerning the station's operations. Station is on Channel 10 (192-198 mc).

The all-out buildup to make the Philadelphia area conscious of the existence of the new station was climaxed by a special 24-page television supplement in the Sunday (May 23) issue of *The Evening Bulletin*, which owns the station.

The promotional campaign was opened last Monday (May 17) when *The Bulletin* ran a front-page, two-column box announcing the supplement and telling of WCAU-TV's starting regular programs. The station itself ran three one-column boxes, six two-column by 112 line ads in *The Bulletin* all through the week. It took a full-page in *The Bulletin* of Sunday, May 23.

Other WCAU-TV build-up efforts:

Mentions of start of the station on "Bulletin" flashcasts at three of the city's busiest street corners and on the Click Cafe flashcast outside the nightery.

Announcements on WPTZ and WFIL-TV, Philadelphia's other television stations.

Use of WCAU's AM facilities to call attention to its TV opening.

Special movie trailers in four downtown theaters and 16 key suburban locations.

Car card advertisements in 2,600 trolleys and buses.

Notices in Horn and Hardart restaurants, bakery shops and retail food stores.

Tie-ins with Retail Electric Merchants Assn., many of whose members kept stores open May 23 so people could see the WCAU-TV programs on receivers in the merchants' stores.

Tie-ins with Retail Liquor Dealers Assn., which sent notices to its 1,200 tavern-owner members telling of the start of the station and listing the night baseball games it will carry.

Tie-ins with Tele-Screen Co. of Philadelphia, by which 9 by 7 feet projection receivers were on display in the WCAU auditorium and at two Philadelphia hospitals.

Bulletins to all school principals, superintendents, teachers and parent-teacher groups in the area telling of the new service and listing opening programs.

Mr. Ritts (l) and Dan Falzani, technician, handling "How Does Your Garden Grow?" program featuring Amos Kirby, WCAU farm editor, in station's recently-completed studio "B" control room. Show is aired Tuesday evenings over WCAU-TV.

CBS' salute to its new Philadelphia TV affiliate with a full hour program from New York was an opening day feature. Also carried were rushes of "The Paradine Case," David O. Selznik's latest release, starring Gregory Peck and Valli. A special 15-minute section of the rushes was flown to Philadelphia from Hollywood for the event.

Announcements Sold

Start of WCAU-TV's regular telecasts also was marked by important commercial developments, including the sale of some 650 one-minute announcements.

Several staff additions have been made. Dave Kaigler and Bill Sears were added to the production-direction-writing department, joining Paul Ritts and Len Valenta. Mr. Kaigler had been with WFIL-TV and Mr. Sears with WPEN Philadelphia. John Ferlaine, of WCAU printing and art department, and Paul Barnes, new to television, will handle WCAU-TV art work and set designing.

Added as technicians were: Raymond Freedman and Harry Remmers, both formerly with RCA Victor; E. Louis Sturgatch, formerly chief projectionist and operating manager of Lippencott Pictures; Robert H. Shufelt, formerly a U. S. Navy technician and with RCA Victor, and Irvin Gubin, previously with H. L. Yoh Co. Daniel T. Jones was added as mobile unit driver and handler of studio lights and dollies.

The Best Success Story in Radio— Contract Renewals

The **Proof** of **Results** for Advertisers by any station is shown by that station's record of contract ***renewals.***

KOZY Advertisers are renewing their expiring contracts regularly.

For example:

One **KOZY** Advertiser renewing his Time Signal Contract, renewed for 3588 Time Signal Announcements — better than twice his previous commitment.

For ***Results*** on **FM** in **Kansas City**—it's **KOZY.**

KOZY is represented by

FM Reps, Inc.
"A Dillard Station"
Robert F. Wolfskill,
Gen. Mgr.

New Era

(*Continued from page 26*)

promotional efforts."

Sponsors are quite aware of audience splitting, he declared, adding that, "the only trouble is that he has been expecting you to lower your rates whereas you, having just been clipped by a new labor contract, were thinking of raising them."

In any case, reservoirs of additional listening are available, Dr. Baker insisted, including those "who listen less than they could" and those "who almost never listen." Promotion and program efforts should be directed their way, he said.

Dr. Baker pointed out that AM and FM listening in TV homes drops to "nearly zero" when television programs are available, and about half of pre-TV after visual sets are installed. The majority of TV sets are owned by the upper and lower-middle income groups, he said, with 10% owned by low-income groups.

Noting there are about 2,000,000 FM sets in homes, with the yearend to bring the mark well toward 5,000,000, he said FM is not a national audience but a select audience. He suspected FM set-owners listen somewhat more than a matched group of non-FM owners.

Sees TV Set Rising

He predicted TV set ownership will approach the 1,000,000 mark by yearend, with concentration of ownership in restricted areas.

Everyone can afford most everything now, Dr. Baker said, but when family income cannot afford magazines, newspapers, movies and rides in the car, "the radio set will still be at home, leaving you pretty much the medium of informing the people about what goes on around them."

"Your audience is on your side," he said in reviewing results of the NORC survey. He urged stations to use available research findings to improve program and beam promotion.

Dr. Baker predicted family reading and perhaps some features of radio listening may be affected. "The facts remain, however, to demonstrate that the television audience will grow in size and enthusiasm as receivers become available," he said in reviewing the "awe-inspiring" audience reaction to TV.

Going into the financial side of broadcasting, he said profits are down as a percent of income though the industry is making more than ever before in dollars. "Since there are more to share these profits, however, your individual slice may be less," he said, suggesting efficient management and aggressive selling have given many stations bigger slices.

Stations should sell more Saturday morning and afternoon time, as well as Sunday morning, he said, discussing findings of his study of station logs.

He reminded that American business uses broadcasting facilities because it pays. "As long as you help them in this essential effort, they are for you, with you and on your schedule," he concluded.

Sets for U. S. Zone In Germany Slated

NAB Plans Drive for $100,000 To Send Receivers Abroad

NAB last week started a campaign to place large numbers of radio sets in the portions of Germany occupied by the United States. The move will counteract steps by Russia and England in their occupied areas of Germany.

Drive to raise $100,000 will be sponsored by NAB, the board decided at its Wednesday meeting in Los Angeles. Working in cooperation with Radio Manufacturers Assn., sets will be produced at reasonable cost.

U. S. Dept. of State, UNESCO and occupation authorities are behind the project.

Resolution was offered by Clair R. McCollough, WGAL Lancaster, Pa., director-at-large for small stations. In direct charge will be A. D. Willard Jr., NAB executive vice president, who conferred in Europe last April with occupation and diplomatic officials.

The receivers will carry "Voice of Democracy" labels. Raising of public contributions will be based on broadcast promotion with the cooperation of other interested industries and organizations.

NETWORK and station representatives executives at the NAB Los Angeles meeting included (l to r) Clyde Scott, general manager of ABC's KECA Hollywood; Earl H. Smith, Edward Petry & Co., San Francisco; Lincoln P. Simonds, Weed & Co., Hollywood, and Neal Weed, Weed & Co., Chicago.

TRANSFERS

WMBM Miami Beach Changes Hands

RELINQUISHMENT of control of WMBM Miami Beach, Fla., for $34,450, and sale of 56% interest in WSBR Superior, Wis., for $10,920 were approved last Wednesday by FCC.

The Commission on May 7 approved transfer of control of KTSW Emporia Kan., for $40,942.

In the WMBM transfer, Kenneth S. Keyes, owner of 55% common and 90% preferred stock of Biscayne Broadcasting Co., WMBM licensee, sells 49% common and most of his preferred holdings to his wife, son, daughter-in-law and six business associates. Following the reshuffle the holdings will be: Mr. Keyes, 6% common, 10% preferred; Lucille T. Keyes, 15% common, 24.5% preferred; Kenneth Keyes Jr., 2% common, 3.25% preferred; Lela Rymer Keyes, 4% common, 6.5% preferred; Lonnie A. Morris, 3% common, 5% preferred; Julius M. Vronn, 2% common, 3.25% preferred; Ida Akers Morris, 5% common, 8.25% preferred; Herman John Leader, 4% common, 6.5% preferred; Brahan Lamar Mitchell, 2% common, 3.25% preferred and Augustine Batista, 12% common, 19.5% preferred. T. O. McCullough retains 35% common interest and Calvert A. and Mary Lucille Carter retain 5% common and 5% preferred interests each. WMBM operates on 800 kc with 1 kw daytime.

The WSBR transaction involves sale by Ford S., Emily and Ford S. Jr. Campbell of combined 56% interest in WSBR Inc., licensee, to KBIZ Inc., licensee of KBIZ Ottumwa, Iowa. KBIZ after the transfer will own 83% of WSBR with other 17% held by James J. Conroy. Roland C. Buck (33% plus) and Mr. Conroy (66% plus) own KBIZ. Mr. Campbell Sr. holds 55% in WSBR. Station is assigned 250 w fulltime on 1450 kc.

The transferors told the Commission they felt their investment was no longer safe since WSBR's affiliation contract with Mutual had expired in 1947 and there now were five stations in the Duluth-Superior area.

In the KTSW action, the Commission adopted an order vacating an earlier order for the station to show cause in hearing whether control had been transferred without FCC approval [BROADCASTING, Jan. 5]. Approval was granted to transfer of a combined 75% interest of R. J. Laubengayer, Sidney F. and John F. Harris to Gervais F. and Robert B. Reed [BROADCASTING, July 21, 1947]. In a petition filed with the Commission last January, FCC was informed that any failure to present full data on ownership was an error of counsel and not of KTSW.

Equipment

(*Continued from page 76*)

Kenny Baker and Barry Wood in the several transcribed packages available for the listening of delegates.

Keystone Broadcasting System had representatives present to greet its member stations beyond metropolitan markets in more than 300 cities.

Transcription Sales had platters on hand of its several packages including *Wings of Song, Your Hymn for the Day, Westward Ho,* and *Immortal Love Songs.*

AP maintained representation for its members and greeted all comers. Pike & Fischer Radio Regulations and supplementary service to subscribers was open to the scrutiny of interested delegates. C. E. Hooper Inc. made a presentation of its new Listening Area Coverage Index twice daily for the span of the convention. Howard J. McCollister showed various promotion campaigns developed by his firm for community and regional usage.

WROL IS ELIMINATED IN KNOXVILLE RATING

ELIMINATION of figures for WROL Knoxville, Tenn. in the December-April city Hooperatings for Knoxville was reported last week by C. E. Hooper Inc., which alleged that a WROL promotion had resulted in distortion of listening measurements.

According to Hooper spokesmen, WROL has been conducting a "Don't Say Hello, Say WROL" contest similar to that originated by WNOE New Orleans. City Hooperatings for New Orleans were likewise abridged several months ago.

All statistics for other stations in Knoxville, with the exception of sets in use, will be published as usual, the Hooper firm said. The sets in use figures were distorted by the WROL promotion campaign, which promises rewards for listeners who answer their telephones by saying "WROL" instead of "hello," according to Hooper.

Earlier in the week WROL, contending that loss of its Hooperating would be damaging to the station, obtained a Chancery Court injunction in Knoxville to prohibit the Hooper firm from omitting WROL from the December-April Hooperating and to prevent distribution of the ratings of other stations there. In its petition WROL said Hooper had cancelled its contract with the station and that this was unwarranted and discriminatory because two other Knoxville stations (not named) have similar programs which offer cash prizes.

NAB Convention's fiesta host, Atwater Kent (l), talks with Don Searle, ABC Hollywood vice president, and Mrs. Searle.

FCC Okays WWNL Move, 1110 - 740 kc

APPLICATION of Tri-City Broadcasting Co., for modification of construction permit to change frequency of WWNL Newport, Ky., from 1110 kc to 740 kc, with 1 kw daytime, was granted by FCC May 17.

Application of Moraine Broadcasters Inc. requesting 1110 kc with 1 kw daytime at Dayton, Ohio, and formerly designated for consolidated hearing with Tri-City, was retained in the hearing docket and placed in the pending file. Tri-City filed for the new frequency on February 11. The Moraine Broadcasters application was held pending completion of action concerning daytime skywave transmission on U. S. Class 1-B frequencies.

From the time the application was first filed to the time a new frequency was requested a corporate reorganization in Tri-City had taken place, FCC stated. In view of this and the new frequency the Commission said: "Under these circumstances, we conclude that the applicant entitled Tri-City Broadcasting Co. at the time of the comparative hearing with Moraine Broadcasters Inc. is no longer in existence." Therefore it looked upon Tri-City as a new applicant for a construction permit, and upon finding it qualified, issued the authorization for 740 kc.

DuMont Labs to Sponsor News Show on WFIL-TV

A TWO-YEAR contract with options to sponsor *Television Newsreel* on WFIL-TV Philadelphia was signed last week by the television receiver division of Allen B. DuMont Laboratories Inc., in cooperation with franchised DuMont dealers in Philadelphia, New Jersey and Delaware areas.

Effective yesterday (May 23), the contract calls for a 15-minute newscast weekdays at 7:30 p.m. with a repeat program at sign-off, the time of which varies according to daily schedules. A half-hour review of news highlights also is slated for Sundays. News gathering facilities of the *Philadelphia Inquirer* will be used.

Buchanan Co., New York, is agency for DuMont.

PAULEY GROUP GIVEN EXPERIMENTAL VIDEO

AUTHORIZATION for new high-band experimental television station was made by FCC May 19 to Television California, San Francisco, applicant for commercial television Channel 11 (198-204 mc) at San Francisco. Firm is owned by Edwin W. Pauley and associates.

The experimental grant, for 580-630 mc and such other frequencies as FCC may assign, was made by the Commission a fortnight after formal filing of the application. Transmitter is to be located at the St. Francis Hotel, San Francisco.

Television California is one of seven firms seeking three remaining video channels in the San Francisco-Oakland area. Hearings are to begin today (May 24).

Mr. Pauley until February of this year was special assistant to Secretary of the Army Kenneth C. Royall. An independent oil producer, he formerly had been an aide to the late President Roosevelt.

Associated with Mr. Pauley in the commercial TV venture are R. H. Chamberlain, real estate operator; V. E. Breeden, vice president of William R. Staats Co., San Francisco and Los Angeles investment banking firm, and Col. McCarthy, part owner, KLAS Las Vegas, Nev., and ex-manager, KQW San Francisco.

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
$336,669,000
Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.
WCON is the medium to help you get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC

'Horizons Unlimited'

(*Continued from page 23*)

floor precipitated a vote which showed convention delegates overwhelmingly doubtful that FM would supplant AM. There was no exact count, but in response to two questions NAB President Justin Miller reported, after appraising a show of hands, that "a substantial majority" indicated they were operating both FM and AM, and that "a much smaller proportion" of the same group felt FM eventually would replace AM.

The questions were raised in reference to statements by Mr. Dillard, who felt that FM's future is more promising now than ever before, that FM will replace AM, and that much of the "confusion" could have been clarified if FCC two years ago had set a "time limit" on the acceptance of AM applications.

Whenever FCC does take such action, he said, FM set production will speed up and FM will "surge ahead" at a rate never before seen. He said the transition from AM to FM will be "orderly," and that no AM operator need fear it.

Robert T. Mason, president of WMRN Marion, Ohio, wanted to know why it would be necessary for FCC to set a cutoff date for AM if it were true that FM is a superior aural service. Mr. Dillard replied that the public is entitled to the best but is going to be "the loser" if the market is flooded with AM only.

Eugene Sandford, president of WKYW Louisville, Ky., felt that FM has been "sold very sparsely," from an advertising standpoint, and asked whether television is in a comparable position. Mr. Gamble said advertisers generally regard AM and FM as the same type of broadcasting but look upon television as a new art. Their use of any medium, he reiterated, depends upon their evaluation of its worth to them.

Mr. Hoffman was asked about the outlook for receivers with printed circuits. He felt that they would be of considerable importance in such devices as the proximity fuse, but that in home radio receivers "it's more of a promotion thing."

Manufacturers, he said, are trying to bring prices down without impairing quality. He promised that they would "support the program and go along with NAB."

To a question from General Manager T. A. M. Craven of WOL Washington, Mr. Weiss asserted that television, to have the growth it deserves, must have additional space. He warned that there is a "period of suspension" during any adaptation from one frequency band to another, just as there was in FM's move from the low band to the present 88-108 mc range.

Mr. Kersta told the delegates that "horizons unlimited" also meant "responsibilities and opportunities unlimited." He compared television in 1948 with the discovery of gold in California in 1848, which, he noted, was followed by "the rush of '49."

AM GRANTS

FCC Okays New Outlets In Six States

FIVE NEW STANDARD stations, including one fulltime and four daytime-only outlets, were authorized by FCC on May 19. Changes of facilities for two existing stations were granted the same day.

The Commission announced Thursday that on May 14 it had granted power boost to KOY Phoenix, Ariz., from 1 kw fulltime to 5 kw day, 1 kw night, operating on 550 kc. In earlier actions on May 13 FCC issued grants for three daytime-only stations and improved facilities for two existing outlets.

New station permits issued last week went to Rochester, Pa.; Stevens Point, Wis.; Sparta, Wis.; Hopewell, Va., and Longview, Tex. KEIO Pocatello, Ida., was awarded power boost from 500 w to 1 kw, operating fulltime on 1440 kc, and WLOU Louisville received authority to switch frequency from 1570 kc to 1350 kc. WLOU is assigned 1 kw daytime.

In making the KOY grant, FCC approved station's petition for reconsideration of a Commission order of August 1947 which designated for hearing the power increase request with the 550 kc proposals of KFMB and KLIK San Diego, Calif. KFMB was granted switch from 250 w on 1450 kc to 1 kw on 550 kc with condition it accept whatever interference resulted from KOY, and KLIK amended to seek the old KFMB assignment. KOY's increase is conditional to interference it might receive from proposed 560 kc operation (1 kw, directional night) of KYUM Yuma, Ariz., now on 1240 kc with 250 w.

Earlier new station grants went to Mt. Carmel, Ill.; Rosenberg, Tex., and Bremerton, Wash. KXOA Sacramento, Calif., received assignment change from 250 w on 1490 kc to 1 kw on 1470 kc, fulltime, and WIVY Jacksonville, Fla., daytime on 1050 kc, was given power boost from 250 w to 1 kw.

New station authorizations include:

Rochester, Pa.—Beaver Valley Radio Inc., 1050 kc, 250 w, daytime. Principals: Edward Reider, owner retail women's wear store and real estate dealer, president and 20.4% owner; E. E. MacCosbe, WCAE Pittsburgh engineer vice president 8.2%; Milt Selkovits, attorney, secretary 2.1%; Harry G. Garson, owner Garson Clothing Co., retail, treasurer 20.4%. Five other local people own remaining interest. Estimated cost of construction: $30,000. Granted May 19.

Stevens Point, Wis.—Evans Radio Corp., 1010 kc, 250 w, day. Principals: Clair R. Miller, 25% owner KAYX Waterloo, Iowa, and 97% owner Inland Broadcasting Co., AM applicant Charles City, Iowa, president and 85.36% owner; Rosa Evans, traffic manager and script writer WHA Madison, Wis., secretary-treasurer 2.34%; and Loraine Cromey, Milwaukee, director of Inland Broadcasting, vice president 12.2%. Estimated cost: $11,450. Granted May 19.

Sparta, Wis.—William M. Gleiss, 990 kc, 250 w, daytime. Grantee is an attorney. Estimated cost: $18,500. Granted May 19.

Hopewell, Va.—Hopewell Broadcasting Co. Inc., 1340 kc, 250 w, unlimited. Principals: Augustus Robbins Jr., publisher semi-weekly Hopewell News, president; Edward Burwell, engineer-announcer WCKB Dunn, N. C., vice president; A. Hartwell Campbell, half-owner D & N Distributing Co., secretary-treasurer; George Thompson, executive of General Greene council of Boy Scouts; each is 25% owner. Estimated cost: $12,500. Grant is on condition that operation may not commence until WGH Newport News, Va., switches to 1310 kc. Granted May 19.

Longview, Tex.—R. G. LeTourneau, 1280 kc, 1 kw, daytime. Mr. LeTourneau is licensee of WRLC Toccoa, Ga., and FM station KLTI Longview. Estimated cost: $36,100. Granted May 19.

Bremerton, Wash.—Kitsap G. I. Broadcasters Inc., 1540 kc, 1 kw, daytime. Principals: Mortimer T. Clement, in radio 10 years and freelance network announcer and actor, 28%; Victor B. Kole, Navy officer and in service 20 years, 13.5%; Louis M. Clement, local school teacher, 8%; C. W. Oldberg, retail druggist, 6.5%; Donald O. Thue, AAF pilot, 6.5%, and A. M. Weyland, contractor, 6.5%. Nine others share remaining interest. Granted May 13.

Mt. Carmel, Ill.—The Mt. Carmel Broadcasting Co., 1360 kc, 500 w, daytime. Sole owner is Charles F. Rodgers, design engineer. Granted May 13.

Rosenberg, Tex.—Fort Bend County Broadcasting Co., 980 kc, 500 w, daytime. Voluntary association is composed of: Matt F. Cole Sr., theatre chain operator; Binz J. Settegast, retired attorney; Julius J. Junker, banker; W. R. Shult, owner Shult Equipment Co. and Shult Industries; W. M. Shannon, editor-publisher The Texas Coaster, Richmond, Tex.; G. A. Kunkel, banker; D. A. Lowe, real estate; Tom J. Fatjo, auto dealer; W. E. Ansel, implement-appliance dealer and rice farmer; and A. E. Meyers, banker. Each holds 10% interest. Granted May 13.

Live Oak, Fla.—Live Oak Broadcasting Co., 1450 kc, 250 w, unlimited. Live Oak may not commence until WGOV Valdosta, Ga., moves to 1450 kc. Grantee is owned solely by John A. Boling, Navy veteran, court reporter and law clerk for 13 years and former newspaper columnist and publicity agent. Granted May 7.

Starkville, Miss.—Starkville Broadcasting Co., 1230 kc, 250 w, unlimited. Copartnership: Henry Grady Imes, mayor of Starkville and for 17 years publisher weekly Starkville News; James P. Hartness, drug store owner; C. C. Hollinshead, insurance and real estate agent, and Capt. Joe Phillips, airforce communications officer for 5½ years, to be manager. Granted May 7.

Auburn, Me.—Davis Broadcasting System Inc., 1320 kc, 500 w, daytime. Principals: Richard I. Davis, formerly with AFN Munich, to be station manager, president, 1.92%; his father, George H. Davis, Chevrolet and Cadillac dealer, treasurer 96.16%, and Anne D. Davis, wife of George, clerk 1.92%. Granted May 7.

New Orleans—Southland Broadcasting Co., 600 kc, 500 w, daytime. Principals: Joe Darksy, president and part owner Golden Age Beverage Co., Houston, president 51%; Billy B. Goldberg, Houston attorney, vice president 9%; Lester Kamin, advertising agent in Houston, secretary-treasurer 20%; Pat Coon, Dallas attorney, 15%. Granted May 7.

Coalinga, Calif.—D. O. Kinnie, 1470 kc, 500 w, daytime. Grantee is owner KKIN Visalia, Calif. Granted May 7.

Marion, Va.—Mountain Empire Broadcasting Corp., 1010 kc, 1 kw, daytime. Principals: Robert Lane Anderson, editor weekly Smyth County News, president; L. Preston Collins, lieutenant governor of Virginia, vice president; Charles C. Lincoln Jr., president of Lincoln Industries, furniture maker, vice president; Leon Beville, Lincoln Industries, secretary-treasurer, and Robert C. Wolfenden, ex-manager WPUV Pulaski, Va., general manager. Granted May 7.

Ames, Iowa—Ames Broadcasting Co., 1430 kc, 1 kw, daytime. Partnership: Harold W. Higby, engineer, 12.5%; Dan W. Figgins, insurance agent, 12.5%; Arthur A. Skinner, retail grocer, 25%; L. Clay Rusk, WHO Des Moines newscaster, 12.5%; Homer R. Adcock, real estate agent, 6.25%; Merrill E. Kimberlin, meat market owner; 18.75%; W. Al Bell, announcer, 12.5%. Granted May 7.

Mt. Pleasant, Tex. — Mt. Pleasant Broadcasting Co., 960 kc, 1 kw, daytime. Sole owner is Winston O. Ward, owner radio repair shop. Granted May 7.

Camden, S. C.—Haygood S. Bowden, 1590 kc, 1 kw, daytime. Grantee is partner Western Auto Associates Store. Granted April 29.

TV Bids

(*Continued from page 27*)

and KJBS-FM San Francisco.

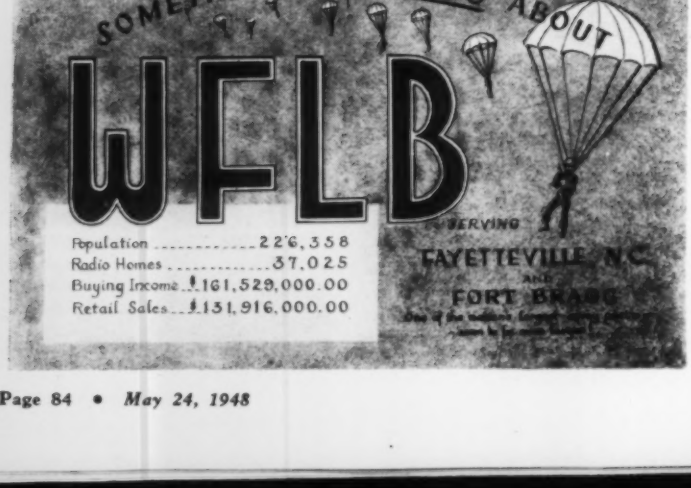
Macon, Ga.—Southeastern Broadcasting Co., Channel 7 (174-180 mc), 3.08 kw visual, 1.54 kw aural, antenna 214 ft. Initial cost $100,000, first year $25,000, income $6,000. Applicant operates WMAZ and WMAZ-FM Macon.

Tampa, Fla.—Gulf Theatres Inc., Channel 2 (54-60 mc), 15 kw visual, 7.5 kw aural, overall antenna height 565 ft. Initial cost $372,130, first year $250,000, income not known. Applicant company is subsidiary of Paramount Pictures Inc. which through Du Mont Television Productions Inc. and Balaban & Katz Corp. has other television applications and grants throughout the country.

Omaha, Neb.—Central States Broadcasting Co., Channel 3 (60-66 mc), 15.7 kw visual, 7.85 kw aural, antenna 583 ft. Initial cost $227,800, first year $102,000, income $52,000. Applicant is licensee KOIL Omaha and is affiliated in ownership with KFOR Lincoln, Neb. and WDGY Minneapolis.

Bakersfield, Calif.—Paul R. Bartlett, Channel 8 (180-186 mc), 2.47 kw visual, 1.23 kw aural, antenna 283 ft. Initial cost $91,000, first year $25,000, income $25,000. Mr. Bartlett is general manager KFRE Fresno, KERO Bakersfield, Calif., and has application on file for purchase KFRO from J. E. Rodman.

Huntington, W. Va.—W S A Z Inc., Channel 5 (76-82 mc), 18.2 kw visual, 9.1 kw aural, antenna 500 ft. Initial cost $270,747, first year $84,000, income $24,000. Huntington Pub. Co. owns 52% of applicant and other 48% is owned by Charleston Broadcasting Co., Charleston, W. Va., owner of WCHS that city. Charleston Broadcasting owns 51% of McKinnon Publications Inc., which owns KSDJ San Diego and has a TV application pending there.



Mon. Code Session

(*Continued from page 22*)

dum last summer by inferring the by-laws changes were routine and not important. "You're trying to stifle small and regional stations," he claimed, and asked that only registered delegates vote on any motions offered at the meeting.

Any voting would be merely advisory, Judge Miller explained. He added, "You as director will have your chance at the board meeting." That was the end of Mr. Breen, his time having elapsed.

In opening the code discussion Judge Miller introduced the platform panel consisting of Harold E. Fellows, WEEI Boston, John F. Meagher, KYSM Mankato, Minn., and Harold Fair, NAB Program Dept. director and official keeper of the code at headquarters. Kenneth H. Baker, NAB research director, held the stopwatch on speakers.

Outlines History

History of the code-writing project was outlined by Judge Miller, with a reference to the board-authorized re-styling of the Feb. 26 version adopted by the directors at Hot Springs, Va.

"I personally have worked over the revised language made public March 29," he said, listing the changes he effected a fortnight ago.

These included a new creed, addition of a clause under "Public Affairs and Issues" calling for reply time if a person has suffered an unfair attack by a commentator or speaker, abandonment of the last paragraph under "religious programs" strictly limiting offers on such programs, deletion of torture and horror portions of children's programs, transferring them to crime and mystery programs, vesting responsibility for code adherence in multiple-station programs to the originating station.

The religious offer paragraph was confusing, Judge Miller said, and could "include an offer of salvation." He suggested it could be re-drafted. He asked for suggestions under a new title, "educational programs," which he inserted, he said, because he saw a need for such a section.

Pledge Dropped

The final pledge was dropped, he added, because the idea was incorporated in the creed.

Mr. Fellows said the code was the product of hundreds of broadcasters. "We should not leave Los Angeles without adopting the Standards of Practice," he said. "All delays come from those who don't want a code. It is evident that a majority want it." Mr. Meagher endorsed the code and observed that he was "a small market broadcaster." Mr. Fair told how the code had been discussed at many committee, state and district meetings, with all ideas and suggestions given careful study.

After the exchange between Judge Miller and Mr. Breen, the floor debate went ahead. Earle C. Anthony, owner of KFI Los Angeles, appealed for code action and recalled he had been NAB president a score of years ago.

Walter E. Wagstaff, KIDO Boise, Ida., took issue with Mr. Breen and said small stations could live under the code. "The code is impertinent as hell," he said, and then added "but so was the constitution."

Rex Howell, KFXJ Grand Junction, Col., said District 14 had voted in favor of the code.

Irving R. Rosenhause, WAAT Newark, said District 2 favored a code and added the district's suggestions had been submitted to the board. These included a 15-second allowance for weather announcements instead of 10 seconds.

Leslie C. Johnson, WHBF Rock Island, Ill., a former NAB director, resented Mr. Breen's implication of connivance in revising the by-laws. "I say that is a lie," he shouted. "Mr. Breen can run his station as he sees fit if the FCC and public don't take a hand." He praised all who had a part in drafting the self-regulatory document.

Cott Lauds Miller

Ted Cott, WNEW New York, who had led independent opposition at the Atlantic City Code discussion, praised Judge Miller and the other code writers for their fairness and declared the process had been "very democratic." He offered the resolution urging the board to adopt the present code Wednesday after consideration on the floor. Mr. Johnson seconded, and on the call for yeas and nays the only nay was from Mr. Breen.

William C. Grove, KFBC Cheyenne, Wyo., said many of the District 14 suggestions had appeared in the new version. "We could go on for years," he said. "It's either a code or something more serious."

Morris Novik, New York consultant, voiced approval of the change in the political section to permit dramatization and read a statement from the American Civil Liberties Union opposing supervision of commentators.

Henry W. Slavick, WMC Memphis, NAB director-elect for District 6, thanked all who had taken part in writing the code. A motion to that effect was passed unanimously.

Phil Bernheim, KRCC Richmond, Calif., an FM-only station, said that if the code would cause "Lucky Strike to mend its ways it would be the greatest event in American radio."

Judge Miller said even the ten commandments aren't lived up to 100% but he hoped for some kind of approximation of enforcement.

Lawson Taylor, KFMJ Tulsa, said length of commercial copy is not as important as what is said.

David M. Baylor, WJMO Cleveland, said the code steps taken to date are only a beginning. C. L. Thomas, KXOK St. Louis, called attention to the code footnote specifying that the document is subject to change. George Arnold, WTAD Quincy, Ill., voiced disappointment there were so many non-voting delegates on the floor but Judge Miller reminded that it was a forum, not a business session.

Dolly Banks, WHAT Philadelphia, regretted that little consideration was given foreign language stations. She said a 105-word announcement required 140 words in Italian. She explained the difficulty of getting the thought over to foreign language audiences in brief continuities.

Outler Endorsement

John M. Outler Jr., WSB Atlanta, endorsed the code and hoped it would be carried out in good faith. Gustav Brandborg, KVOO Tulsa, said most broadcasters agreed the document was good.

John J. Gillin Jr., District 10 retiring director, moved adjournment. Judge Miller held the motion was lost.

G. Richard Shafto, WIS Columbia, S. C., suggested delegates offer ideas for the new educational section. W. A. Banks, WHAT Philadelphia, further explained the foreign language station's difficulties, speaking just before adjournment.

WALTER F. MYERS, chief engineer of WFMF (FM) Chicago, examines station's new Westinghouse transmitter. Owned by "Chicago Sun-Times," station started operation May 3 on Channel 262 (100.3 mc).

Bill on Liquor Ads Tabled in Congress

Measure to Regulate Advertising Hits 6-5 Setback

SENATE Interstate Commerce Committee voted 6 to 5 last week to table pending legislation which would regulate the advertising of alcoholic beverages over the air and in the press.

The tabling action is tantamount to killing a bill since it will die with this Congress. If reconsideration is sought at this session, it would take a two-thirds vote of the committee for further action.

The Committee originally held hearings last May on S-265 by Sen. Arthur Capper (R-Kan.) which would completely outlaw all liquor and beer advertising. When this was found by the committee to be "impracticable," Sens. Clyde A. Reed (R-Kan.) and Edwin C. Johnson (D-Col.) set out to draft more moderate substitute legislation.

The substitute measures (S-2352 and S-2365) underwent hearings last month [BROADCASTING, April 26] and were termed by the opposition as "impossible to interpret or enforce."

Voting for approval of the legislation were Chairman Wallace H. White (R-Me.) and Sens. Charles W. Tobey (R-N. H.), Owen Brewster (R-Me.), Reed and Johnson.

Opposed were Sens. Albert W. Hawkes (N. J.) and Homer Capehart (Ind.), Republicans, and Francis J. Myers (Pa.), Brien McMahon (Conn.), Ernest W. McFarland (Ariz.) and Warren G. Magnuson (Wash.), Democrats.

WBZ-TV T-Day June 2

"T-DAY" for WBZ-TV Boston has been re-scheduled to June 2, with test patterns slated to begin by May 26, it was announced last week. Postponement was made necessary because of bad weather which interfered with work on the tower.

Standards of Practice

(Continued from page 36)

lic issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

RELIGIOUS PROGRAMS

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice.

Religious programs should be presented by responsible individuals and groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

CHILDREN'S PROGRAMS

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourages children to enter strange places or to converse with strangers.

CRIME AND MYSTERY PROGRAMS

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

Episodes involving the kidnapping of children.

Sound effects calculated to mislead, shock or unduly alarm the listener.

Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

Suicide as a satisfactory solution to any problem.

EDUCATIONAL—To Be Drafted Later

GENERAL

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation to all the American people of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

PAUSING for the lensmen during NAB Convention in Los Angeles are (l to r): Frank Bull, partner of Smith, Bull & McCreery Adv., Los Angeles; Naylor Rogers, Keystone Broadcasting System, Chicago; Walter McCreery, also partner in SB&M; Doyle Osman, vice president and general manager of KXO El Centro, Calif.; William J. Beaton, president of Southern California Broadcasters Assn. and general manager of KWKW Pasadena.

TIME STANDARDS FOR ADVERTISING COPY

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

Between 6:00 p.m. and 11:00 p.m.	
5 minute programs	1:00
10 minute programs	2:00
15 minute programs	2:30
25 minute programs	2:50
30 minute programs	3:00
45 minute programs	4:30
60 minute programs	6:00

All Other Hours	
5 minute programs	1:15
10 minute programs	2:10
15 minute programs	3:00
25 minute programs	4:00
30 minute programs	4:15
45 minute programs	5:45
60 minute programs	7:00

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per 15 minute segment excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* sign-off should be avoided. To this end the program itself should be announced and clearly identified *before* the use of what have been known as "cow-catcher" announcements and the program should be signed off *after* the use of what

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES: IN QUINCY 522
IN WASHINGTON MET. 0522
Gates Radio Company
Quincy Illinois

XUM

have been known as "hitch-hike" announcements.

Any casual reference in a program to another's product or service under any trade name, or language sufficiently descriptive to identify it should, except for normal guest identifications, be avoided. If used it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion, ownership or location announcement of not to exceed a total of ten seconds in length.

CONTESTS

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit box-tops, wrappers or other evidences of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.

PREMIUMS AND OFFERS

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

Wedding News

ANYTHING to be the first with the news, says WARD Johnstown, Pa. So when Frank Jordan, news editor, handed a bulletin to the newsman then on the air, he read it without a second glance. It turned out to be: "Here's an important local note . . . There will be a wedding at the First E.U.B. Church tomorrow. The bride is Miss Britton, traffic manager of WARD, and the groom is Bob Ebert . . . and, well, that's me."

Miller Sees Good Start in New Code

Lauds Board, Entire Industry On Its Actions

"THIS is a good starting point," NAB President Justin Miller said Thursday in calling on the industry to get behind the new Standards of Practice promulgated Wednesday by the board.

The Standards are subject to constant change and the board will exercise its authority to keep them in line with industry progress, he said, with research projects to be launched into the effect of various types of advertising copy, including the "irritating" type.

"I think it's a good job," he said. "I'm very proud of the boys," referring to the board. "I expect to name a committee to study enforcement, as directed by the board. It will be representative of all branches of the industry.

"There remains a selling and local job for station managers that will last several years. We have a joint committee working with the Assn. of National Advertisers and the American Assn. of Advertising Agencies."

Judge Miller voiced pleasure that already many segments of the industry have approved the code action. One of the first to approve the board's promulgation of standards was Niles Trammell, NBC president. "NBC has long wanted such a new document," he said. "At their first annual convention in Atlantic City last September, NBC and its affiliated stations took the leadership in urging the adoption of even more stringent voluntary regulations than those approved by the NAB Board. NBC is now operating under its own code of practices which was first adopted in 1934. This NBC code will now be revised so that it will contain both the new Standards which have been adopted on an industry-wide basis and the even higher standards which NBC has voluntarily adopted to govern its own operations. In this latter category is the NBC policy against broadcasting crime and mystery shows prior to 9:30 p.m. EST."

CUBA TEST INCIDENT DRAWS FCC REMINDER

PROCEDURE for the measuring of field strengths of foreign stations has been effected through the North American Regional Broadcasting Engineering Committee, FCC reminded broadcasters May 14 upon notice from State Dept. of improper attempts to make private measurements in Cuba.

The Commission said an engineer from WAGA Atlanta, Ga., on Jan. 30 entered Cuba and began to take measurements of CMCY Havana, which operates on 590 kc, same channel as WAGA, when he was taken in custody by local police authorities. FCC related that the unidentified engineer was released the following day and that he resumed efforts to measure CMCY signal strength until requested to cease by the Cuban radio authorities.

FCC stated such incidents result in embarrassment not only to persons involved but also "to the international relations between the United States and its neighbors."

Hymes WLAN Manager

JOHN D. HYMES, formerly radio business manager of the Biow Co., New York, and sales executive with WNEW New York, has been appointed assistant manager and sales manager of WLAN Lancaster, Pa., the station announced Wednesday. WLAN is a 1-kw ABC affiliate which has just been granted authorization for fulltime operation. Mr. Hymes was president of the Radio Executives Club of New York in 1942 and deputy chief of the Office of War Information domestic radio bureau during World War II.

Mr. Hymes

Democrats' Battle With Don Lee Ends

Network Airs President's Talk Via Transcription

DISPUTE between the Democratic National Committee and the Don Lee Network over the latter's failure to carry the President's May 14 talk was pacified when the network agreed to carry the speech transcribed last Friday night at 8:30.

Originally, arrangements were made with MBS New York for carrying the speech from 10:30-10:45 and it was assumed coverage would be nationwide. It was not until after the broadcast that reports began to pour into the Washington headquarters of the party that the talk had not been heard on the West Coast.

Discs to Coast

A check with MBS in New York revealed that the program had been offered Don Lee but New York was not aware that it had not been carried. Don Lee's explanation, Mutual said, was that it accepted only "paid political broadcasts."

Ken Fry, radio director for the Democratic Committee, immediately shipped transcriptions of the President's talk to West Coast party leaders who were to offer them to local MBS stations.

In addition, complaints were lodged by listeners and officials of the party on the Coast. James Roosevelt, chairman of the party's California organization, demanded that the network furnish time and threatened to file an official protest with FCC.

It was pointed out that Don Lee had carried the Dewey-Stassen debate sustaining and should, therefore, also carry the President's talk.

In making the time available last Friday, Don Lee said it was doing so because it wanted no one to think it "guilty of discrimination."

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

Hi-Lites at L. A.

After hearing dialects of all sorts at the code debate Monday afternoon, Jose Ramon Quinones, president of WAPA San Juan, Puerto Rico, brought down the house when he took the floor to announce that he refused to apologize for his Caribbean dialects after hearing southerners and westerners.

* * *

Addicts of the one-arm bandits in the Commodore Productions suite stopped long enough at 6 p.m. Monday to watch the drawing for a 10-gallon Hopalong Cassidy hat. Winner of the first drawing was A. C. Kidder, of the General Electric exhibit.

* * *

Forgotten man of the convention was Wayne Coy, FCC chairman and NAB's guest of honor. Weary after a cross-country flight with CBS President Frank Stanton in Columbia's DC-3, he registered at 1 a.m. Sunday only to find the Biltmore didn't have a room for him. A hurry-up call to Bee Arney brought action and the hotel corrected its mixup.

* * *

City folks often take convention amenities in their stride without any particular sense of graciousness at all. But one couple from a small mid-western community didn't forget what is proper when they go calling. And when they called on Atwater Kent during the NAB proceedings they presented him with a box of chocolates as they came through the receiving line.

* * *

KTBB Tyler, Tex., sister operation of the Tyler Courier-Times replated a front page with the banner head "Texas Station Has 'New Listen'" and distributed same to NAB in Los Angeles.

* * *

RANGERTONE tape recorded the entire entertainment presentation of the NAB Banquet Tuesday evening and played back the two and one half hour presentation for the benefit of conventioneers at its exhibit all of the following day . . . before a packed attendance.

* * *

SYDNEY KAYE, BMI vice president and general counsel, was claiming he and President Carl Haverlin had assured BMI of exclusive rights to Navajo music from an Indian reservation in Arizona. At a train stop en route to the convention, they noticed several Indian children lined up looking at the train. When they discovered the trip was a "reward" for school work—the children had never seen a train before—they arranged a quick inspection tour, then made up a purse for the children. "We're going to send them BMI music and they're going to send us Navajo music," he exulted.

* * *

NBC PRESIDENT Niles Trammell and Vice President John F. Royal encountered a slight interruption in their flight to the convention. About five minutes out of New York it was discovered their plane, a commercial airliner, was minus a gas tank cap, requiring a return to New York to replace it.

* * *

COMIC Danny Thomas, one of the stars of the convention banquet show, made a quick 11th-hour trip from Las Vegas, Nev. for the program, stepping almost literally from his car into the spotlight for the wind-up performance.

* * *

THE LAW took over Tuesday afternoon and temporarily closed the slot-machine exhibit of Commodore Productions. One municipal agency had given permit for one-arm bandits, but another didn't approve and hotel feared reprisals from authorities, so adventures with lady luck ceased.

* * *

THE WHEEL of fortune smiled on Pierre Weiss of Lang-Worth. On Wednesday he stepped across the hall into the exhibit of the competition Capitol Transcriptions and won a Califone playback that was awarded each day to the lucky number on the wheel.

FCC Given Added Data About WBAL

Station Files Proposed Findings Of Fact, Conclusions of Law

PROPOSED FINDINGS of fact and conclusions of law were filed with FCC last week by WBAL Baltimore and Public Service Radio Corp. upon the voluminous record of the WBAL license renewal proceeding and competitive application of Public Service.

The hearing, involving WBAL's 50 kw clear channel facilities of 1090 kc, was concluded in early April after running for 31 sessions over a 22-week period from last November [BROADCASTING, April 12].

Public Service, headed by Washington Columnists Drew Pearson and Robert S. Allen, pointed out that WBAL had been transferred at least three times without Commission consent through operations of the Hearst organization voting trust agreement. Hearst Radio Inc., WBAL licensee, was described in effect as a new applicant for a permit under the terms of the law.

Pearson-Allen pointed to diversification of ownership of media of communication and information, integration of ownership and operation and program plans among factors to favor granting its request over that of WBAL.

The Hearst outlet concluded that Public Service had proven itself to be financially and technically not qualified.

No Fun

NAB will continue its efforts to protect the broadcasting industry from regulatory and legislative inroads into its basic rights, President Justin Miller told a news conference in Los Angeles Thursday. "But when you get a nice fellow like Wayne Coy, FCC chairman, it's not so much fun to needle government officials," he observed.

APPEAL FILED ON FCC ACTION IN WTNB CASE

APPEAL of FCC's grant of improved facilities to WTNB Birmingham, Ala., was filed last Wednesday in the U. S. Court of Appeals for the District of Columbia by Johnston Broadcasting Co., licensee of WJLD Bessemer, Ala., whose competitive request for a new station in Birmingham was denied by the Commission.

Final FCC decision in the comparative proceeding was made last December when the Commission granted WTNB switch from 250 w on 1490 kc to 5 kw day, 1 kw night directionalized on 850 kc [BROADCASTING, Dec. 15, 1947]. Johnston Broadcasting, whose application had been filed in June 1946, charged in its appeal that the Commission had failed to disqualify the WTNB request on grounds it was not properly sworn to and not filed in good faith. The WTNB request was dated October 1946. Johnston Broadcasting further alleged FCC did not consider all the facts in making the comparative determination on programming and ownership-operation.

A petition for rehearing and reconsideration filed in late December by Johnston Broadcasting was denied by FCC on May 5.

CCBS BRIEF SUPPORTS ELIMINATION OF STA

BRIEF in support of FCC's proposal to eliminate issuance of special temporary authorizations for limited time or daytime-only AM stations was filed last week at the Commission by Clear Channel Broadcasting Service. Oral argument on the proposed rule was held fortnight ago [BROADCASTING, May 10].

CCBS, representing 16 clear channel outlets, told FCC it fully supported the adoption of the proposed rule to eliminate STAs in view of experience of member stations with degradation of nighttime service through STA operation interference. CCBS offered its services in "assembling detailed facts in the light of past experiences" and the making of such reasonable tests or observations as may be of value.

The clear channel organization stated that in virtually all instances where STAs are requested, "the programs proposed to be broadcast are not of sufficient importance to justify depriving rural listeners anywhere of their sole means of nighttime reception or their sole opportunity for any choice of programs." Exceptions to permit STAs would be serious emergencies such as floods.

Strike - Torn WFIL Is Sued by Union

Station Files a Counter-Suit; NLRB Orders Election

THE 24-DAY-OLD STRIKE of 43 engineers at WFIL Philadelphia was marked by several bitter incidents last week as the deadlock showed no signs of ending.

In brief, the developments were:

(1) Cutting of a cable of WFIL on Sunday May 16, at about 9 p.m. as the Walter Winchell broadcast was about to start. The strikers, however, disclaimed any responsibility for the cutting.

(2) Suit by members of the striking union for $300,000 on the ground that reports of the cable cutting published in *The Philadelphia Inquirer*, owner of WFIL, quoting Roger Clipp, station general manager, were libelous.

(3) Countersuit by Triangle Publications, parent company of *The Philadelphia Inquirer*, against five union officers for $5,000,000. The action called the strike a conspiracy and charged the union members with causing the line to be cut.

(4) Setting of an election by National Labor Relations Board to determine whether the striking union, American Communications Assn. (CIO), Broadcast Local 1, represented the workers or whether the International Alliance of Theatrical, Stage Employees and Moving Picture Operators (AFL) represented them. The latter petitioned for the election.

Until the cable cutting occurred WFIL had to change its schedule occasionally but kept on the air with supervisory employes acting as engineers.

The NLRB order for an election followed the *Inquirer* claims it has been caught in a jurisdictional dispute between ACA and IATSE.

ACA argued that there could be no bona fide claim by IATSE to representation and that, in fact, ACA had represented the engineers since 1936. ACA charged WFIL has used the jurisdictional controversy as an excuse for not making a wage offer and that failure to make such an offer on expiration of the contract caused the strike. A spokesman for the company disclaims the charge no wage offer was made.

The third week of the strike also was marked by two mass demonstrations in which members of other Philadelphia CIO unions swelled the ACA picket strength.

News

MORRIS McLEMORE, former sports writer on "Atlanta Journal" and current special sports writer for "Miami Daily News," has been named sports editor and commentator of WIOD Miami. Mr. McLemore is heard on "News and Views of Sports" show, sponsored by Atlantic Refining Co.

DICK JACKSON, former sportscaster of WSUA and WTOM Bloomington, Ind., has joined WCSI (FM) Columbus, Ind., as sportscaster.

NORMAN GLADNEY has assumed duties of news announcer and commentator of WWDC Washington. Mr. Gladney also will serve as a Presidential announcer.

JAY MICHAEL has joined WMRN Marion, Ohio, as farm editor.

BILL GAUDET, conductor of "Latin American Reports" show over WWL New Orleans, is on three-month tour of Central and South America, where he will transcribe two on-the-scene shows weekly to be rebroadcast from WWL.

STAN LOMAX, WOR New York sportscaster, was awarded a plaque on May 17 by New York Advertising Men's Post of the American Legion "in recognition of loyal and efficient service through sports broadcasting for his country, the Red Cross and the baseball world."

BILL HENRY, CBS correspondent, is the author of a book, "An Approved History of the Olympic Games," to be published late in May by G. P. Putnam's Sons, New York. All proceeds from the book will go to Olympic Fund. First copy was presented to President Truman, May 17.

AL GORDON, news director and night manager of KFWB Hollywood, is the father of a boy.

WRGA Moves to 1470 kc, Increases Power to 5 kw

WRGA Rome, Ga., increased from 250 w to 5 kw May 16 and also moved from 1490 kc to 1470 kc.

Station's new 5-kw Westinghouse transmitter is three miles north of Rome. WRGA continues its MBS affiliation. The station was founded in 1929 as WFDV.

Greetings via transcription from Georgia's acting governor, M. E. Thompson, and from Edgar Kobak, MBS president, were part of the inaugural broadcast.

WNBC New York was cited last week by the Linguaphone Institute for the "excellent diction" of its announcers.

NAB Opposes Bill To Regulate Towers

OPPOSITION to a bill (H.R. 2984) regulating the installation of radio or television antennas was voiced by NAB Attorney Bryce Rea Jr. in May 14 hearings before a Senate District subcommittee.

Mr. Rea, speaking for the nation's broadcasters, reiterated a concern which was first expressed to the House District Committee when a similar bill was pending there last year.

NAB said that the bill, which would have the effect of excluding radio towers from residential areas in the District of Columbia, "would tend to establish a national pattern that would deter progress in radio broadcasting."

The NAB spokesman told the committe he felt the objectives of the bill could be accomplished best by action in individual cases by zoning commissions, CAA and other existing agencies which have authority in the field. This way, he pointed out, broadcasters could have each case examined on its own merits.

Also testifying in opposition to the measure were Thad Brown Jr. of DuMont Television, and Vernon West, District of Columbia Corporation Counsel.

Appearing in support of the bill were Leaverett Meadows and George A. Corbin of the Manor Park Citizens Assn.

Press Club TV Members

THE BOARD of governors of the National Press Club, Washington, has called a special membership meeting for 1 p.m., Friday, May 28, to consider an amendment to its Constitution regarding membership classification of radio correspondents. Amendment would extend membership to "those whose principal work involves the gathering, writing, or editing of news for dissemination by radio, television or facsimile."

CHLO St. Thomas, Ont., new 1-kw station on 680 kc, went on the air officially on May 14.

FAX-RADIO TEAM

Fast Election Returns Given During Florida Primary

THE HERALD facsimile staff looks over 86 feet of copy broadcast during the May 4 primaries in Florida. In the foreground is Will Burton, who operated scanner and made voice announcements

* * *

RADIO and facsimile worked together as team during the May Florida primary to bring Miamians speedy service on election results.

Coordinated services of facsimile and bulletin news broadcasts of WQAM and WQAM-FM Miami brought visual returns to eight facsimile recorder hotels. Candidates were said to have abandoned election officials' offices in favor of WQAM broadcasts by Reporters John T. Bills and Bill Carey, who were on the air with 21 broadcasts at 30 minute intervals from 6:30 p.m. until 3:30 a.m. Station officials said they were five to 10 precincts ahead of official tabulations.

Background broadcasts and interviews with candidates were aired by Phil L. Kelleher. Two other announcers were on duty at the studios. A total radio staff of 13 handled broadcasts. Results were taken from the *Miami Herald's* tabulation boards in the editorial rooms, scene of the Carey and Bills broadcasts, to a three-man staff editing the facsimile editions. State and national results were taken from the AP wires with a four minute lag between arrival of the figures in the office and their transmission on facsimile recorders.

Reallocation

FCC PROPOSED May 13 to reallocate Class B FM Channel 274 (102.7 mc) from Sumter to Florence, S. C. Written statement opposing the change will be accepted by the Commission until June 2, after which oral argument will be held if it appears warranted.

Mr. Allen F. Heincke
W. S. Hill Company, Inc.
Arrott Bldg.
Pittsburgh, Pa.

Dear Al:

See where WCHS has added a pm Baseball final at 11:30. Hain't got any big time ball in Charleston, but I reckon' there's as much interest in the national pastime here as any place . . . Saw the Charlestons play the Goose Creeks once't. Arrived late in the game . . . "Didn't miss a thing" said my wife. "score's still nuthin' t' nuthin'" . . . But, you can come late an still get all th' news on WCHS . . . Yessiree. WCHS serves up all th' news 15 times a day, with 5000 watts at 580 early in th' mornin till late at night . . . Guess that's why people near an' Far roun' Charleston, West Virginia listen to WCHS . . . They got CBS. So why would anyone want to listen t' anybody else't.

Yrs.
Algy.

WCHS
Charleston W. Va.

10,000 WATTS IN KANSAS CITY
WHB
DON DAVIS PRESIDENT
JOHN T. SCHILLING GENERAL MANAGER
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.
WIBW The Voice of Kansas in TOPEKA

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

AM-WLBR-FM

LEBANON, PENNSYLVANIA

Not just a flash-in-the-pan comet, glowing briefly and then fading into oblivion . . .

But a brilliant star, shining signal-clear in the Central Pennsylvania Market . . .

A market comprised of more than 1,000,000 persons, and with an annual retail trade well over $300,000,000.

JULIAN F. SKINNELL,
Operations Manager
REPRESENTED BY RAMBEAU

May 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WABB Mobile, Ala.—Mod. CP new standard station for extension of completion date.

Assignment of CP

KYOR San Diego, Calif.—Voluntary assignment of CP and license from Albert E. Furlow, Frank G. Gorard, Roy M. Ledford, Fred H. Rohr and Mary W. Hetzler, d/b as Silver Gate Bcstg. Co. to Silver Gate Bcstg. Co.

Assignment of license

KLOU Lake Charles, La.—Voluntary assignment of license from Frank R. Gibson to The Pelican Bcstg. Co., Inc.

Assignment of CP

WTAO Cambridge, Mass.—Voluntary assignment of CP from Harvey Radio Labs., Inc. to Middlesex Bcstg. Corp.

Modification of CP

WLOX Biloxi. Miss.—Mod. CP new standard station for extension of completion date.

KOPR Butte, Mont.—Mod. CP new standard station for extension of completion date.

AM—930 kc

WRRF Washington, N. C.—CP change hours from D to unl., increase 5 kw D to 5 kw-D and 1 kw-N and install DA-N.

AM—1340 kc

George E. Cameron, Jr., Tulsa, Okla. (PO 1411 National Bank of Tulsa Bldg.)—CP new standard station 1340 kc, 250 w unl. Contingent on KOME being granted change of facilities.

AM—920 kc

Central Pennslyvania Bcstg. Co., Lewistown, Pa.—CP new standard station 920 kc 1 kw D.

Modification of CP

KCOR San Antonio, Tex.—Mod. CP increase power, etc., for extension of completion date.

AM—1580 kc

Shamrock Bcstg. Co., Shamrock, Tex.—CP new standard station 1570 kc 250 w D. AMENDED to change name of applicant from: Albert Cooper, Arval Montgomery, J. C. Howell and Lester Campbell d/b as Shamrock Bcstg. Co. to: Albert Cooper, Arval Montgomery, J. C. Howell and Lester Campbell d/b as Shamrock Texas Bcstg. Co. and to change frequency from 1570 to 1580 kc.

License for CP

WHBS-FM Huntsville, Ala.—License to cover CP new FM station.

Modification of CP

WFMF Chicago—Mod. CP new FM station for extension of completion date.

License for CP

WFMF Chicago—License to cover CP new FM station.

WTRC-FM Elkhart, Ind.—Same.

Assignment of CP

WISH-FM Indianapolis—Voluntary assignment of permittee corporation from Capitol Bcstg. Corp. to Universal Bcstg. Co. Inc.

Modification of CP

WXYZ-FM Detroit—Mod. CP new FM station to change name from King-Trendle Bcstg. Corp. to WXYZ Inc.

WJR-FM Detroit—Mod. CP new FM station for extension of completion date.

Assignment of Permit

WFDF-FM Flint, Mich.—Voluntary assignment of permittee from Flint Bcstg. Co. to Trebit Corp.

Modification of CP

KWNO-FM Winona, Minn.—Mod. CP new FM station for extension of completion date.

KFEQ-FM St. Joseph, Mo.—Same.

WSOC-FM Charlotte, N. C.—Same.

KBON-FM Omaha—Mod. CP new FM station to change ERP from 330 kw to 8.93 kw, change trans. height above average terrain decrease to 301 ft., overall height above ground decrease to 212 ft.

WESB-FM Bradford, Pa.—Mod. CP new FM station for extension of completion date.

KDKA-FM Pittsburgh—Mod. CP new FM station to change ERP from 9 kw to 9.2 kw.

WSPA-FM Spartanburg, S. C.—Mod. CP new FM station for extension of completion date.

WMFA Memphis, Tenn.—Same.

License for CP

KGBS-FM Harlingen, Tex.—License to cover CP new FM station.

Modification of CP

WJLS-FM Beckley, W. Va.—Mod. CP new FM station for extension of completion date.

ACTIONS OF THE FCC

MAY 12 to MAY 20

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

WLOG-FM Logan, W. Va.—Mod. CP new FM station to increase ant. height above average terrain to 725 ft., increase overall height above ground to 131.8 ft.

FM—Unassigned

Providence College Inc., Providence, R. I.—CP new non-commercial educational FM station, on frequency to be assigned by FCC; ERP 3.08 kw.

License Renewal

KBOL Boulder, Col.—License renewal AM station.

KPLC Lake Charles, La.—Same.

APPLICATION RETURNED

License for CP

WMMB Melbourne, Fla.—License to cover CP new standard station 1050 kc. RETURNED May 10.

APPLICATION DISMISSED

Modification of License

WOOD Grand Rapids, Mich.—Mod. license to change name of licensee from King-Trendle Bcstg. Corp. to WXYZ Inc. DISMISSED May 7.

TENDERED FOR FILING

TV—76-82 mc

W. Harry Johnson d/b as Mid-South Television Bcstg. Co., Oklahoma City—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 16.6 kw, aur. 8.3 kw.

TV—204-210 mc

Connecticut Radio Foundation Inc., Waterbury, Conn.—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 29.6 kw, aur. 14.8 kw.

Assignment of License

KEPO El Paso, Tex.—Consent to assignment of license to Griffith Bcstrs. of El Paso Inc.

May 13 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Authorized conditional grants for two Class A and nine Class B FM stations; issued CPs for 12 Class B FM outlets, one in lieu of previous cond., and granted requests to vacate one Class A and two Class B FM permits and dismissed applications (See story BROADCASTING, May 17).

Proposed Rule

Adopted notice of proposed rule making in matter of amendment of revised tentative allocation plan for Class B FM stations, to delete Channel 274 from Sumter, S. C., and to add Channel 274 to Florence, S. C. Any interested party who is of opinion that proposed amendment should not be adopted or should not be adopted in form set forth, may file with the Commission on or before June 2 written statement or brief setting forth his comments.

CP Set Aside

Radio Station Des Moines Inc., Des Moines—Ordered that pursuant to Sec. 1.102 of Commission's rules, action of April 28 authorizing CP for FM station be set aside. It appears that since this application was granted conditionally certain" transfers of capital stock of applicant corporation have been effected which may have resulted in transfer of control of applicant corporation, and that Commission has not had opportunity to consider these transfers.

Extension of Time

WLON Front Royal, Va.—Granted application for extension of time to Sept. 24 in which to complete construction of Class B station.

KTML Los Angeles—Granted extension of time for 5 months in which to complete construction, on cond. that applicant begin interim operation within such period.

WLEE-FM Richmond, Va.—Granted 90-day extension of time in which to complete construction, on cond. that station commences interim operation within such period.

KFBA Cheyenne, Wyo.—Granted extension of time to Sept 27 in which to complete construction, on cond. that station commences interim operation with in such period.

WCON-FM Atlanta, Ga.—Granted extension of time to Aug. 17 in which to complete construction, on cond. that station commence interim operation within such period.

KRED Eureka, Calif.—Granted extension of time to May 30 to complete construction.

Hearing Designated

L. W. Andrews Inc., Devenport, Iowa—Designated for hearing application for new Class A FM station, in consolidated proceeding with applications of L. W. Andrews Inc. and Gates City Co. for new AM stations at Davenport and Keokuk, Iowa, respectively, to determine whether L. S. Andrews Inc. is financially qualified to construct and operate both of its proposed AM and FM stations in Davenport.

Form Changes

Adopted notice of proposed rule making covering contemplated changes in broadcast application forms and record keeping and related sections of its rules (3.46 and 3.254). Changes involve Forms 301, 302, 303, 313, 314, 315, 321 and 701, and are based upon suggestions by staff, industry and others concerned. They are detailed in appendix to notice (See story BROADCASTING, May 17).

License Renewal

KNET Palestine, Tex.—Granted renewal of license for regular period ending Feb. 1, 1951.

WNVA Harlan, Ky.—Same.

WJMS Ironwood, Mich.—Same.

Transfer of Control

WSYR Syracuse, N. Y.—Granted consent to transfer of control over Central New York Bcstg. Corp., licensee of WSYR, WSYR-FM, and relay stations WBIN, WGET, WFYA, WHLL, through sale of all issued and outsanding stock from Harry C. Wilder, Mark S. Wilder and associates, to Radio Projects Inc. for $1,200,000 (Comr. Durr for hearing).

Assignment of License

K W H K Hutchinson, Kan.—Granted voluntary assignment of license from James E. Murray to KWHK Bcstg. Co. Inc. for $120,000.

WSKI Montpelier, Vt.—Granted voluntary assignment of license from Carl R. Taylor and Bernard M. Jacobsen, d/b as Montpelier-Barre Bcstg. Co., to Montpelier-Barre Bcstg. Co. Inc., newly formed Vermont corporation in which assignors will own 73.6% interest.

Transfer of Control

WALB Albany, Ga.—Granted voluntary transfer of control of Herald Pub. Co., licensee of station WALB, from Henry T. McIntosh to James H. Gray.

Reorganization

WFRS Grand Rapids, Mich.—Granted consent to reorganization of the Grand Rapids Bcstg. Corp., permittee of FM station WFRS, pursuant to which control will pass from present stockholders to 17 new stockholders, no one of whom will own more than 11.4% of stock in permittee.

Assignment of License

KGAR Gallup, KTRC Santa Fe, and KOAT Albuquerque, N. M.—Granted assignment of license of KGAK from Albert E. Buck and Merle H. Tucker, partnership d/b as Gallup Bcstg. Co. to Rio Grande Bcstg. Co. Inc.; assignment of license of The New Mexico Pub. Co., licensee KTRC, to Rio Grande Bcstg. Co. Inc. and transfer of control of KOAT from Albert E. Buck to Merle H. Tucker. Purpose is to consolidate broadcasting facilities of three stations in one corporation. Total amount involved $144,800.

Transfer of Control

KXYZ Houston, Tex.—Granted consent to tranfer control of Harris County Bcstg. Co., licensee KXYZ, from H. Tilford Jones. Audrey Jones Beck, Reese H. Reinecker, William A. Bennett, Earl R. Scholton, Gerald R. Chinski and W. W. Moore, to Shamrock Bcstg. Co. for $875,000. (Comr. Durr for hearing).

(Continued on page 94)

Programs

"HELLO CENTRAL" is new telephone gimmick featurd by WJW Cleveland, Mon.-Fri. from 6:15-6:25 p.m. At random telephone somewhere in Cleveland, "Miss Central" waits for call from listener who can figure out her telephone number from hints given over the show. Between spinning records, announcer gives three hints, then listener who deciphers them and arrives at correct telephone number, calls it, talks to "Miss Central" and receives $25. Once "Miss Central" is discovered, she moves to another telephone and another hunt is on. Show is sponsored by local car dealer, Central Chevrolet.

Promotes Industry

DESIGNED to promote Philadelphia industry, first of series of 12 weekly programs was presented May 18 by WFIL-TV Philadelphia, in cooperation with Philadelphia Chamber of Commerce. Called "See How They Run," inaugural telecast paid tribute to Rohm & Haas, chemical manufacturing plant. Format consists of Arthur C. Kaufmann, C. of C. president, appearing with guest who is one of top executives of industry being analyzed. Before and after a motion picture presentation of particular industry, Mr. Kaufmann interviews executive. Second program will feature Walter D. Fuller, president of Curtis Publishing. Tentative plans call for C. E. Wilson, president of General Electric Co., and Martin W. Clement, president of Pennsylvania Railroad, to represent their organizations on third and fourth programs.

Jaycees Win Award

AWARD for completion of "the project of the year" was presented to Rapid City (S. D.) Junior Chamber of Commerce during the state Jaycee convention, for organization's sustaining program, "Tell It to the Jaycees," which is aired weekly over KOTA Rapid City. With member of Rapid City Jaycees acting as m.c., group from organization meets at KOTA each week and answers questions submitted by audience in regard to local problems. Prior to broadcast number of questions are assigned to each participant in order that they may prepare conclusive answers. Sources of information must be named and, if necessary, they answer subsequent questions on problems.

UN on TV

PARTICIPATION of 58 member countries of United Nations is slated for "Exploring the UN," half-hour weekly program to be televised on WPIX New York, television station of the Daily News. Designed to feature fashions, food, dances, costumes, amusements and music of other nations, "Exploring the UN" will begin about two weeks after station goes on the air June 15. Profits from series, if sponsored, are to be turned over to UN Appeal for Children, cooperating group in arranging the program.

'Let's Get Around'

TAPE recordings of on-the-spot interviews, dealing with unusual news items and anecdotes, are being used on new program, "Let's Get Around," aired on WJR Detroit. Bud Guest, WJR special events personality, and an assistant travel around Detroit and other parts of Michigan to obtain interviews covering following topics: Unusual occupations, household hints, timely news events, science and industry, and excerpts from letters received. Interviews include talks with youngsters; stage, screen and radio stars; visitors to Detroit; speakers at key luncheon clubs and those native Detroiters who have just returned to the city. Program will be available for sponsorship.

TV Solves King's Dilemma

TELEVISION came to rescue of King Peter of Yugoslavia last week when he found himself in the dilemma of being committed to two engagements at the same time. One was television appearance on "Meet Mrs. Markel" over WTTG Washington, and second was party at Shoreham Hotel. It was decided to install TV receivers at party so Queen and her guests could watch King Peter on the show, and their Majesties were able to fulfill both obligations.

Fun on WIP

"TRY FOR FUN," new audience-participation show of WIP Philadelphia, has been getting contestants to perform such minor miracles as lifting a bottle with a straw, running a potato race backwards, whistling a single note true for 30 seconds. Rewards are merchandise prizes. Program, emceed by Mac McGuire, is produced and directed by Edward Wallis, WIP assistant program director.

'Minor Opinion'

JUVENILE comments on topics of current interest form basis for "Minor Opinions," new show presented on WGN-TV Chicago, Sun., 7:30-8 p.m. Program which takes place in schoolroom setting, features lively discussion of current events among children, ages 6-10, who are from Jefferson School in Gary, Ind. Topics range from U. S. Presidential possibilities to less serious ones. School offers a forum class starting with the kindergarten grade. Mel Galliart presides over the telecast as teacher.

Propaganda Analysis

ANALYSIS of propaganda and propaganda devices employed at present time is presented on special series of five broadcasts over CBS. Featuring Dr. Lyman Bryson, series, titled "You and Propaganda," began May 18 and is heard Tuesdays at 5 p.m. Dr. Bryson goes beyond general characteristics of propaganda in his discussions. He illustrates propraganda in action by using recorded words of Hitler and Vishinsky, debates before the UN, and certain news 'plants."

Baseball Network

BASEBALL network consisting of eight stations in Wyoming and Montana has been formed for broadcasts of major league games. KFBC Cheyenne, Wyo., is key station and is feeding games for 22 weeks to KRAL Rawlins, KVOC Casper, KWYO Sheridan, KPOW Powell, KODI Cody, all Wyoming, and KPMY Billings, KRFJ Miles City, Mont. Games are sponsored in each locality. Larry Birleffi, Rocky Mountain sports announcer, recreates the games for airing each Saturday afternoon.

ROAD INFORMATION and changing weather conditions are being offered by WLW Cincinnati on its "Platter Time" show, as special service to truckers and drivers. Information covering Ohio, Indiana, Kentucky and West Virginia is supplied to the station by highway departments in four-state area. Program is heard during early a.m. hours when most truckers are on the roads. Featuring world news and music, along with news of roads and weather, program aims to save time for all-night drivers and provide service to state highway departments as well. Show is sponsored by Buell Mfg. Co., Chicago, makers of air horns, and agency is Gordon Best Adv., Chicago.

Skywriting Aired

SKYWRITING EXPLOIT was aired recently when Woody Leafer, special events director of WDSU New Orleans, took his wire recorder on an expedition with two Pepsi-Cola skywriting planes. Trip through air was described by Mr. Leafer as the planes reached 10,000-ft. altitude above the city. Show was transcribed and played back next day as planes again wrote 'Pepsi-Cola" across the sky. Station reports technical arrangements for expedition were complicated, but paid off in enthusiasm of sponsor and "goose-pimples" broadcast.

Mummers on TV

SWING BANDS of Philadelphia's Mummers have been signed for series of television programs over WCAU-TV. Programs, 13 in all, were scheduled to begin May 21 and continue through June 18, preliminary to annual Mummers' extravaganza in Municipal Stadium. Series is being offered to clients for sponsorship. Each of 13 string bands that parade in New Year's Day event will take part. Series will be in the nature of competition with audience voting for its favorite organization by mail.

Gov. Long's Inauguration

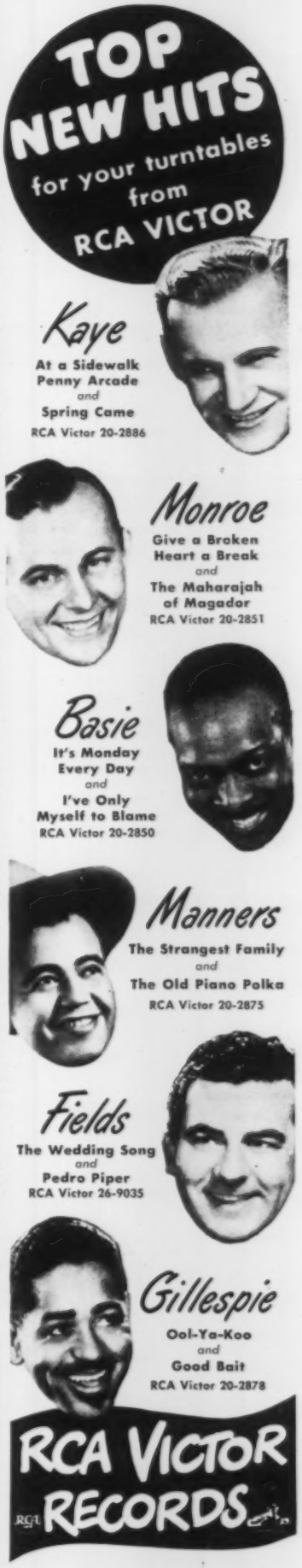
INAUGURATION of Earl K. Long as Governor of Louisiana on May 11 was given complete radio coverage. WNOE New Orleans arranged a statewide broadcast of the occasion, feeding program to 20 stations, with portion of program carried nationwide over MBS during "Radio Newsreel" program. WDSU New Orleans, licensee of a television station, supplied video crew, in cooperation with Harfilm, to televise the event. Video films were flown to New York, for release to TV stations in East and North.

Pearl Buck Show

PEARL BUCK, well-known authoress, is preparing exclusive series of 13 transcribed children's programs for Rural Radio Network, six-station FM chain aimed at farm audience of New York State. Programs will be done in story form and are based on Miss Buck's story-telling for her own children. Series, untitled as yet, will be transcribed by the authoress in New York and is exclusive with Rural Radio, according to the network. Programs will be heard Sundays, 5:30-5:45 p.m.

Banker's Commercial

CLARENCE KEFAUVER, president of Columbia Federal Savings and Loan Assn., Washington, will take to the air personally this week to deliver his firm's message to the public. Mr. Kefauver personally has transcribed series of commercial announcements to be used over WOL Washington. Announcements are designed to inform the public that Columbia Federal has moved to new location.



WESLEY TURNER, former sales engineer of RCA Television Equipment Division, has joined Video Broadcasting Co. as chief engineer. Firm was recently granted construction permit for TV station at Portland, Ore.

SIDNEY DAVIDSON, formerly of NBC television, has been named studio supervisor of WPIX New York. JOSEPH STROCKBINE, formerly in RCA Transmitter Dept., has been appointed supervisor in charge of transmitter maintenance, and WILLIAM J. KELLY, former NBC engineer, is new transmitter supervisor. Other engineers joining WPIX are: CHARLES ANTHONY VOSO, JOHN F. COSTELLO and KENNETH PETERSON, formerly of WABD New York; STANLEY PAUL PALASEK, from CBS television; MICHAEL VARDAKIS, formerly with Stewart-Warner Corp.; ROBERT LANSING MALOOF, from WGYN-FM New York; JOHN R. RIEGER Jr., of United Nations radio staff; EPHRAIM M. ABRAMSON; C. RUSSELL LEA Jr., formerly of WJBW New Orleans; DOMINICK BRUNO, MICHAEL FREIER and HAROLD V. SMITH.

Technical

JAMES GREENWOOD has joined WCAE Philadelphia, as acting chief engineer, succeeding JAMES SCHULTZ, resigned.

CAMERA MART, New York, has announced new Camart microphone boom for use by television and non-theatrical film producers. Boom is portable and features 12-ft. 9-inch boom arm and freely rotating microphone swivel. Boom arm is collapsible, folding into two sections, and three-wheeled stand folds completely. Boom is priced at $189.50.

FRED REINHARD has been appointed assistant supervisor in charge of television studio maintenance for CBS in New York. ROBERT SAMMON has been named assistant supervisor of technical operations for the network. Both formerly were CBS video technicians.

WESTERN ELECTRIC RADIO Div. has announced development of new conversion equipment that permits present users of Western Electric 5-kw AM transmitters to increase power to 10 kw.

ROBERT M. MORRIS, engineer in charge of ABC Television, Central Div., has been named facilities engineer for the network, replacing the late PHILIP J. KONKLE.

RCA ENGINEERING Products Dept., Camden, N. J., has announced new control consolette for medium-size sound systems, designed to permit switching of radio or recorded programs or special announcements to loudspeakers in as many as 40 locations in schools, hospitals, etc. Consolette (RCA Type MI-12798) can supply programs to any or all outlets of sound system.

BILL USSLER, formerly with WPTZ Philadelphia, has joined WCAU-TV Philadelphia, as summer relief engineer.

JOE KRESNICKA has joined engineering staff at WBBM Chicago.

DON LITTLE, transmitter engineer of WRFD Worthington, Ohio, and Martha Boulton have announced their marriage.

TOM BIGLER, program director of WHWL Nanticoke, Pa., has transferred to engineering department of that station.

GEORGE SCHRAM and GEORGE D. LIGHTFOOT have joined WHBC Canton, Ohio, as transmitter engineers.

HARRY FINCHER, studio engineer of WREN Topeka, Kan., is the father of a boy.

JULIUS AGARDY, recent graduate of National Radio School, has joined WMRN Marion, Ohio, as engineer.

HENRY CELLI, engineer of KLX Oakland, Calif., is the father of a girl.

WFMY (FM) Greensboro Is Launched on 97.3 mc

WFMY (FM) Greensboro, N. C., held its official dedication last month.

P. T. Hines, general manager of Greensboro News Co., owner of the station, was introduced by Gaines Kelley, station manager, on the dedicatory program. Other speakers included the Mayor of Greensboro, Fielding L. Fry; James A. Doggett, chairman of the Guilford County Board of Commissioners; W. H. Sullivan Sr., president of the Chamber of Commerce; W. P. Ingram, president of the merchants' association, and J. N. (Bill) Bailey, executive director of FM Assn.

WFMY is on Channel 247 (97.3 mc). The 10 kw transmitter and studio console are Western Electric. Staff members include: Mr. Kelley; Ted Austin, program director; James Winecoff, chief engineer; Walter R. Murry, sales manager; James Russell, studio technician, and Miss Barbara Simpson, Herbert Clark, Dick Benson, Jackson Hoffman and Carroll Stoker.

WJAC BUYS EQUIPMENT FOR VIDEO AFFILIATE

WJAC Inc., Johnstown, Pa., which operates WJAC, 250-w fulltimer on 1400 kc, and has a CP for a Johnstown FM station to operate on Channel 238 (95.5 mc), has contracted for $150,000 worth of RCA television transmitter and supplementary equipment, Walter W. Krebs, president of the corporation, has announced. Firm hopes to have the television station, assigned Channel 13 (210-216 mc), in operation by next year.

The new equipment is to be installed on a 2,700-ft.-high mountain, Laurel Ridge, near Johnstown, and the antenna will stand 165 feet above the mountain. Tower will be used for both TV and FM. Six superturnstile units at the top will be for television purposes, while the lower section, a pylon antenna, will be for FM.

Work has been under way for two years. The FM outlet will be WJKT, and the video station WJAC-TV. Chief engineer for WJAC Inc. is Nevin L. Straub.

• • •

Mr. Krebs (seated) and Mr. Straub (r) complete arrangements for WJAC's television equipment. At left is James H. Keachie, RCA.

Tele-Transcription

TELE-TRANSCRIPTION, DuMont method of recording video programs on film off the face of a receiving tube as they are broadcast, was demonstrated for agencies and press in New York. Service will be rented to stations at a price proportionate to their circulation or made for advertisers at a rate of about $600 a half hour, it was estimated by Mortimer W. Loewi, executive assistant to the president of DuMont, although definite rate is not yet established.

Turntable

JOSEPH KOTLER, account executive with WSAI Cincinnati, has been appointed account executive for Frederic W. Ziv Co., Cincinnati.

RONALD DAWSON Assoc., New York, has signed contracts with WROW Albany, N. Y.; WELD (FM) Columbus, Ohio; WELM Elmira, N. Y., and WMLO Milwaukee, to carry its package show, "Who's Speaking."

FREDERIC W. ZIV Co. Chicago office has moved to 906-7-8 N. Michigan Ave.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

GEORGE P. ADAIR
Radio Engineering Consultant
1833 M STREET, N. W.
EXECUTIVE 1230 WASHINGTON 6, D. C.

Radio Towers Erected
Painted and Serviced
Ground Systems and
Transmission Lines
Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7833
Oklahoma City, Oklahoma

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Radio towers, AM and FM
erected, painted and serviced
coast to coast
Towers for sale: AM and supporting FM and TV
Write, wire or phone 8503
GREENE TOWER CO.
Southern Pines, N. C.

Radio towers, AM and FM
erected, painted and serviced
MID-SOUTH TOWER CO.
P. O. Box 1017
Southern Pines, N. C.

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
904 NATIONAL PRESS BLDG., DI.1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg.—District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MIchigan 2261

KEAR & KENNEDY
1703 K ST., N.W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Wash., D. C., 3459 24th St., S. E.
AXminster 3882
Birmingham, Ala., P. O. Box 2468
6-2924

ANDERSON & MERRYMAN
New York City New Orleans
33 W. 42nd St. American Bk. Bldg.
Longacre 3-6029 Lake Charles, La.
6-1480

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
AM—Allocations & Field Engineering—FM
Oshkosh, Wisc., Phone Blackhawk 22
AND AFFILIATES
DIXIE ENGINEERING CO.
Columbia 1, S. C.; Ph. 2-2742

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

Merl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, D. C.

FCC Actions

(Continued from page 90)

Decisions Cont.:

Modification of CP

KCRS Midland, Tex.—Granted mod. CP to make changes in DA.

AM—1360 kc

Charles F. Rodgers d/b as The Mount Carmel Bcstg. Co., Mount Carmel, Ill.—Granted CP new station 1360 kc 500 w D; engineering cond.

AM—980 kc

Julius E. Junker, trustee for Fort Bend County Bcstg. Co., voluntary association, Rosenberg, Tex.—Granted CP new station 980 kc 500 w D; engineering cond.

AM—1470 kc

KXOA Sacramento, Calif.—Granted CP change frequency from 1490 to 1470 kc, increase 250 w to 1 kw, install new trans. and DA-N and change trans. location.

AM—1050 kc

WIVY Denton and Jones Bcstrs., Jacksonville, Fla.—Granted mod. CP to increase power from 250 w to 1 kw, engineering cond.

AM—1540 kc

Kitsap G. I. Bcstrs. Inc., Bremerton, Wash.—Granted CP new station 1540 kc 1 kw D; engineering cond.

TV—60-66 mc

May Broadcasting Co., Omaha, Neb.—Granted CP new commercial TV station; Channel 3, 60-66 mc aur. power 8.9 kw, vis. 17.8 kw, ant. 510 ft.

Extension Granted

WTVO Detroit, Mich.—Granted 6 mo. extension of time in which to complete construction of TV station.

KWIS San Francisco—Ordered that TV application be removed from hearing and application for extension of completion date for TV station was granted without further hearing, to extent that completion date was extended for 6 mo., with requirement for report on progress to be made in 90 days.

Application Severed

Don Lee Bcstg. System, San Francisco—Adopted memorandum opinion and order (1) setting aside Commission's memo. opinion and order of March 31; (2) severed from consolidated proceeding on application for TV station in San Francisco, presently scheduled May 24, and (3) ordered that application for TV station be formally consolidated with record and proceedings in application of Don Lee Broadcasting System for renewal of AM and FM station licenses.

Hearing Designated

Midland Bcstg. Co. and KFEQ Inc., St. Joseph, Mo.—Designated for consolidated hearing applications of Midland and KFEQ Inc. for new TV stations.

Warner Bros. Pictures Inc., Chicago—Designated for hearing application for TV station, in consolidated proceeding with other applications pending for Chicago stations.

Nutmeg State Bcstg. Co. and Connecticut Radio Foundation Inc., Waterbury, Conn.—Designated for consolidated hearing applications for commercial TV stations.

May 14 Decisions . . .

DOCKET CASE ACTION

AM—1340 kc

Announced decision granting application of Radio Bedford Inc. for new station in Bedford, Ind., 1340 kc 250 w unl., subject to cond. that applicant shall within 60 days file application for mod. CP specifying trans. site and ant. system meeting requirements of Commission's standards.

BY COMMISSION EN BANC

AM—960 kc

Francisco Rental Co., Victorville, Calif.—Granted application for new station 960 kc 5 kw-D; engineering cond., and dismissed applicant's petition to reconsider and grant said application without hearing.

Hearing Designated

KWHN & KWHN-FM Ft. Smith, Ark.—Designated for hearing application for license to cover CP for AM station, and application for extension of completion date of FM station, in consolidated proceeding.

Petition Denied

WRXL Grenada, Miss.—Denied petition requesting that Commission reconsider its action of April 2, in refusing to extend without definite time limitation period within which applicant might file application for mod. CP specifying trans. site; and ordered that if petitioner notifies Commission within 10 days of public notice of this action that he intends to proceed with construction of station authorized in grant of application extension 120 days from Feb. 13, will be given within which to file application for mod. specifying trans. site and that otherwise CP will be treated as lapsed.

Modification of CP

WJRD Tuscaloosa, Ala.—Granted mod. CP to make changes in DA.

Petition Granted

WJMJ Philadelphia—Granted petition and application requesting grant of SSA to operate, for period not to exceed six months, broadcast station on 1540 kc 1 kw-D.

Assignment of License

WBSC Bennettsville, S. C.—Granted voluntary assignment of license from Loys Marsden Hawley to Bennettsville Bcstg. Co., newly formed South Carolina corp., stock of which is owned by John Orvin (60%) and Malcolm A. Young (40%), for sum of $23,000.

ACTIONS ON MOTIONS
(By Commissioner Durr)

KLMS Lincoln, Neb.—Granted petition to accept late appearance in consolidated proceeding.

Shelby Bcstg. Co., Center, Tex.—Granted petition to accept late appearance in re its application.

WTPS New Orleans—Granted petition to accept late appearance in re its application.

Triangle Publications Inc. (Phila. Inquirer Div.) York, Pa.—Granted petition to dismiss without prejudice application for TV station.

Continental Bcstg. Corp., Albuquerque, N. M. KVER Albuquerque, N. M.—Granted petition of Continental Bcstg. Corp. to dismiss without prejudice application; and ordered removed from hearing docket.

Columbia Bcstg. System Inc., San Francisco—Granted petition for leave to amend TV application, to reflect change in estimated initial cost of making proposed installation.

W. A. Smith, Plant City, Fla.—Granted leave to amend application to specify 1470 kc 250 w-D in lieu 840 kc 250 w-D etc. Amendment was accepted and application removed from hearing docket.

McLean County Bcstg. Co., Bloomington, Ill.—Granted petition for leave to amend its application to change location of proposed station from Bloomington to Normal, Ill., to specify DA in lieu non-DA, add engineering data, and substitute Wayne W. Cribb in lieu of H. Gordon Benson as president of applicant.

North Shore Bcstg. Co. Inc., Evanston, Ill.—Granted petition for continuance of consolidated hearing on FM applications for Chicago area scheduled for June 2 to July 6 at Chicago.

Hugh Francis McKee and KBPS Portland, Ore.—Ordered that consolidated hearing scheduled May 26-27 at Portland on these cases be continued to June 29-30 at Portland.

WFIL-TV Philadelphia—Dismissed as moot petition for extension of time to file opposition to petition filed by The Monumental Radio Co., Baltimore.

General Bcstg. Co., Atlanta, Ga.—Granted petition for leave to amend application for TV station to specify Channel 11 in lieu Channel 13.

Leland Holzer, San Francisco—Granted petition to accept late appearance in re TV application.

WTEL Philadelphia—Granted petition for continuance of hearing scheduled for May 20 in re renewal of license to July 12 at Philadelphia.

Don Lee Bcstg. System, San Francisco—Granted petition for leave to amend application for TV station to specify new type ant. system, etc.

Television California, San Francisco—Granted petition for leave to amend its TV application to submit amended articles of partnership, showing addition of new partner and increase of capital of partnership, to change name of applicant from Edwin W. Pauley, R. H. Chamberlain and V. E. Breeden, co-partners, d/b as Television California, to Edwin W. Pauley, R. H. Chamberlain, V. E. Breeden and C. L. McCarthy, co-partners, d/b as Television California.

Daily News Television Co., Philadelphia—Granted petition for extension of time to file proposed findings and conclusions in re consolidated hearing on TV applications, and time was extended to May 17.

The LaSalle County Bcstg. Co., LaSalle, and Radio Bcstg. Corp., LaSalle-Peru, Ill.—Granted petition of LaSalle County to dismiss without prejudice its application for FM station, and ordered removed from hearing docket application of Radio Bcstg. Corp.

KRKD Los Angeles—Passed over petition to amend, remove from hearing and grant application.

Central Connecticut Bcstg. Co., New Britain, Conn.—Granted petition for extension of time to file opposition to petition for rehearing and time was extended to May 24.

University City Bcstg. Co., Norman, Okla.—Granted petition for extension of time in which to file proposed findings in re consolidated hearing and time was extended to May 27.

A. Frank Katzentine, et al, Miami Beach, Fla.—Granted joint petition for continuance of consolidated hearing scheduled for May 17 to June 24 at Miami.

Seminole Bcstg. Co., Wewoka, Okla.—Commission on its own motion continued hearing scheduled for May 19 on this application to July 16 at Washington.

WEAM Arlington, Va.—Granted petition for continuance of hearing scheduled for May 14 to June 18 at Washington.

Singing Video

TV COUNTERPART of AM's singing commercials has been conceived by Grant Advertising for Atlantic Brewing Co. (Tavern Pale Beer). The films were produced by Kling Studios for use on the sponsor's wrestling telecasts from the Madison Athletic Club over WGN-TV Chicago. The spots feature stage settings, costumed actors, music, entertainment and the sponsor's message in six one-minute packages, which include a minstrel show, hillbilly act, masquerade ball, circus sequence, Gay 90's routine, and a western scene. Shooting was done on 35mm film but is reduced to 16mm prints.

May 14 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

KAGH Pasadena, Calif.—Voluntary assignment of CP from Andrew G. Haley tr/as Rose Bowl Bcstrs. to KAGH Inc.

AM—1230 kc

KBIO Burley, Idaho—CP change frequency from 1400 to 1230 kc.

AM—1230 kc

Bay State Bcstg. Co., New Bedford, Mass.—CP new standard station 1230 kc 100 w unl. AMENDED re officers, directors, and stockholders.

AM—900 kc

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich.—CP new standard station 1280 kc 250 w D. AMENDED to change frequency to 900 kc, power to 500 w, install DA.

Assignment of License

KBUN Bemidji, Minn.—Voluntary assignment of license from Rupert W. Bradford and Harry F. Pihl, partnership d/b as Bradford & Pihl to Butler Bcstg. Co. Inc.

KTNM Tucumcari, N. M.—Voluntary assignment of license from R. B. McAlister, Pryde E. Hale and Grady Maples, d/b as McMa Agency to Grady Maples and R. B. McAlister, d/b as The McMa Agency.

AM—1470 kc

The Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio.—CP new standard station 1470 kc 1 kw DA-N unl.

Reinstate CP

KWJJ Portland, Ore.—CP reinstate CP increase power etc., to be operated on 1080 kc 10 kw DA-DN.

Modification of CP

WWSW Pittsburgh—Mod. CP change frequency etc., to change power from 2.5 kw-N 5 kw-D to 5 kw-DN and to make changes in DA.

Assignment of License

WIBS Santurce, P. R.—Voluntary assignment of license from Jose E. del Jose to Radio Station WIBS Inc.

AM—1490 kc

Knoxville Pub. Co., Knoxville, Tenn.

KTUL

TULSA

John Esau
Vice President & General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

Tune in Carnation Contented Hour
STARRING BUDDY CLARK
NBC
Monday, May 31
10:00 P.M. E.D.T.

The ANDREWS SISTERS
Sing and Narrate the story of "LITTLE TOOT" FROM--
WALT DISNEY'S
NEW TECHNICOLOR MUSICAL
"MELODY TIME"
RELEASED BY RKO-Radio Pictures

—CP new standard station 1490 kc 250 w unl. Contingent upon grant of WATO for change in frequency and for proposed facilities of WOND. AMENDED to remove contingency of frequency exchange between WATO and WOND.

Transfer of Control

KOY Phoenix, Ariz. — Involuntary transfer of control of licensee corporation from Burridge D. Butler, deceased, to Thomas E. Murphy and James E. Edwards, co-executors of will.

KTUC Tucson, Ariz.—Same.

WLS Chicago—Same.

Modification of CP

WKBZ Muskegon, Mich.—Mod. CP change frequency etc., for extension of completion date.

WSAY Rochester, N. Y.—Mod. CP increase power etc., for extension of completion date.

KNEU Provo, Utah—Mod. CP new standard station to make changes in trans. equipment etc. AMENDED to change frequency from 1450 to 1240 kc.

WXRT Chicago—Mod. CP new FM station to change ERP to 30 kw, ant. height above average terrain to 562 ft.

WFTW-FM Fort Wayne, Ind.—Mod. CP new FM station to decrease ERP from 10 kw to 3.38 kw.

FM—94.1 mc

Home Bcstrs. Inc., Logansport, Ind.—CP new FM station (Class B) on 94.1 mc, Channel 231, ERP 2.46 kw, ant. height above average terrain 226 ft.

Modification of CP

WTOA Trenton, N. J.—Mod. CP new FM station for extension of completion date.

License for CP

WRAL-FM Raleigh, N. C.—License to cover CP new FM station.

Modification of CP

WAND-FM Canton, Ohio—Mod. CP new FM station for extension of completion date.

License for CP

WMCK-FM McKeesport, Pa.—License to cover CP new FM station.

Modification of CP

WPIT-FM Pittsburgh—Mod. CP new FM station to change ant. height above average terrain to 516 ft.

FM—95.9 mc

The Mullins & Marion Bcstg. Co. Mullins, S. C.—CP new FM station (Class A) 95.9 mc, Channel 240, ERP 0.605 kw, ant. height above average terrain 241.75 ft.

Modification of CP

KRIC-FM Beaumont, Tex.—Mod. CP new FM station for extension of completion date.

Modification of CP

WXYZ-TV Detroit—Mod. CP new commercial television station to change corporate name from King-Trendle Bcstg. Corp. to WXYZ Inc. Also mod. CP for extension of completion date.

Exp. TV—580-630 mc

Television California, San Francisco—CP new experimental television station on 580-630 mc, 1 kw, Emission: A-0, A-3, A-5 and special, special for FM and television and hours in accordance with Secs. 4.131(b) and 4.163.

License Renewal

KOCO West Salem, Ore.—License renewal AM station.

WENA Bayamon, P. R.—Same.

APPLICATION DISMISSED

Christian Bcstg. Assn., Honolulu, T. H.—CP new standard station 910 kc 1 kw unl. DISMISSED May 6.

FM STATION DELETED

WVAC, UAW-CIO Bcstg. Corp. of Ill., Chicago—FM broadcast application deleted and call letters cancelled; CP new high frequency FM station on 43,500 kc unl.

TENDERED FOR FILING

Transfer of Control

WOV New York—Consent to transfer of control of licensee to Victory Bcstg. Corp.

AM—1230 kc

Frank U. Fletcher d/b as County Bcstg. Service, Mt. Jackson, Va.—CP new standard station 1230 kc 250 w unl.

Assignment of License

KSON KWFM-FM San Diego, Calif.—Consent to assignment of license of KSON AM and CP of KWFM-FM to John Ward Studebaker, John Gordon Studebaker, and C. Fredric Rabell d/b as Studebaker Bcstg. Co.

TV—82-88 mc

Ewing C. Kelly, David R. McKinley and Vernon Hansen d/b as Central Valleys Bcstg. Co., Sacramento, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 25.9 kw, aur. 12.9 kw.

TV—76-82 mc

Tampa Times Co., Tampa, Fla.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 26.8 kw, aur. 13.4 kw.

FCC Correction

FILES and references to application of WRRF Washington, N. C., for mod. CP are changed and corrected to CP change hours from D to unl., increase 5 kw-D to 1 kw-N 5 kw-D and install DA-N.

TV—204-210 mc

Rockford Bcstrs. Inc., Rockford, Ill.—CP new commercial television station Channel 12, 204-210 mc, ERP vis. 30.1 kw, aur. 15.9 kw.

TV—60-66 mc

The Hampden-Hampshire Corp., Holyoke, Mass.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 8.5 kw, aur. 4.25 kw.

TV—82-88 mc

Lowell Sun Pub. Co., Lowell, Mass.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 16.18 kw, aur. 8.36 kw.

TV—186-192 mc

Furniture City Bcstg. Corp., Grand Rapids, Mich.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 21.6 kw, aur. 15.4 kw.

TV—210-216 mc

Commonwealth Bcstg. Corp., Norfolk, Va.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. and aur. 19.4 kw.

Petition to Reinstate

KFMJ Tulsa, Okla.—Petition to reinstate and amend CP to change frequency from 1050 to 970 kc, change hours from D to unl. time, change power from 1 kw-D to 500 w-N, 1 kw-D and install DA-DN. AMENDED to change frequency to 1340 kc, power to 250 w, and change to non-DA.

May 17 Decisions . . .

DOCKET CASE ACTIONS

AM—740 kc

Granted application of Tri-City Bcstg. Co. (WWNL), Newport, Ky., for mod. CP to change frequency from 1110 kc to 740 kc, and change transmitter site of station, to operate with 1 kw, DA, D. Also adopted memorandum opinion and order granting petition for rehearing supplemental and amended supplemental petitions for rehearing of Moraine Bcstrs. Inc., Dayton, Ohio, insofar as it requests that decision of May 29, 1947, in proceeding involving Tri-City Bcstg. Co., Newport, Ky., and Moraine Bcstrs. Inc., Dayton, Ohio, be set aside; and said Decision of May 29, 1947, was set aside and vacated; ordered that above application of Moraine Bcstrs. Inc. be retained in hearing docket and placed in pending file; further ordered that petition of Tri-City Bcstg. Co. for leave to amend and reopen record for further hearing, be dismissed as moot; ordered further that motion of Moraine Bcstrs. Inc. requesting Commission to revoke CP of Tri-City Bcstg. Co. be dismissed as moot.

BY THE SECRETARY

KVOG Ogden, Utah—Granted license for new station 1490 kc 250 w unl.

KEXO Grand Junction, Col.—Granted license for new station 1230 kc 250 w unl., and to specify studio location.

WCLA Baton Rouge, La.—Granted mod. CP to change trans. and studio locations.

WCTC New Brunswick, N. J.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WEXL Royal Oak, Mich.—Granted CP new trans.

KWBB Wichita, Kan.—Granted mod. CP to change trans. location and specify studio location.

WFTW Fort Wayne, Ind.—Granted mod. CP to omit request for installation of FM ant.

WCRS Greenwood, S. C.—Granted mod. CP to make changes in vertical ant. and ground system.

KKLA Los Angeles—Granted mod. CP to extend completion date to 7-16-48.

KVLC Little Rock, Ark.—Granted license for new station 1050 kc 1 kw D.

KBTV Dallas, Tex.—Granted involuntary assignment of CP from Lacy-Potter

(*Continued on page 99*)

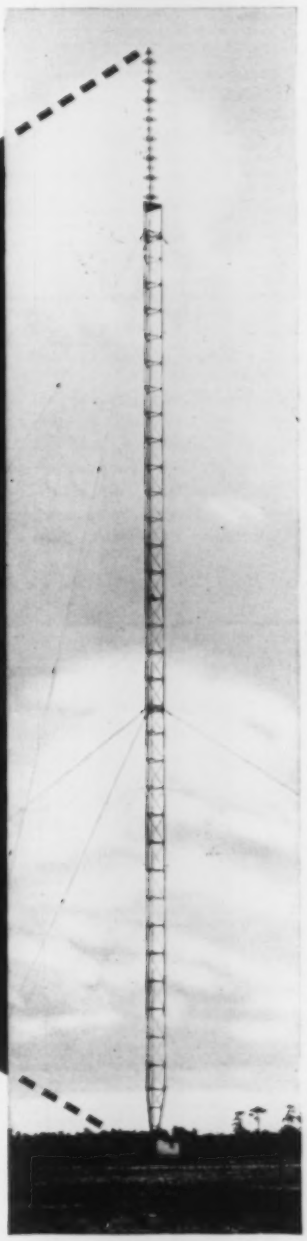
Great strength in radio towers is a requirement in Florida. The antenna installation at WHOO, Orlando, Florida is typical of the well-designed Truscon Radio Towers that are being used to assure continuous service despite unusual conditions.

This modern Truscon Radio Tower is 414 feet high, supports an 8-section Federal Square Loop Antenna, and is of guyed pipe construction. It exemplifies the balanced design, quality materials and skilled workmanship in hundreds of Truscon Radio Towers in America and foreign lands . . . each tower built to exactly meet specific requirements.

Truscon can engineer any type of tower you desire . . . guyed or self-supporting, either tapered or uniform cross-section . . . tall or small . . . AM or FM. Truscon engineering consultation is yours without obligation.

WHOO
ORLANDO, FLORIDA

414 FEET
OF TRUSCON
GUYED PIPE
TOWER
STRENGTH



Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING AND
UNIFORM CROSS SECTION GUYED
TOWERS

Copper Mesh Ground Screen . . . Steel Building Products

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Position open for alert commercial manager with enough know-how to operate successfully in absence of owner. Progressive local in good territory. Box 415, BROADCASTING.

General manager: Good opportunity for extremely well qualified man to take full charge of midwest 1000 watt station. Present employees advised. Send photo, complete personal history and experience with first letter. Box 484, BROADCASTING.

Salesmen

SALES MANAGER

Excellent opportunity third major market, independent fulltime station. Experienced man capable managing local-national sales. The right salary to the man with background of proven success.

BOX 544, BROADCASTING

Salesman wanted—Capable of servicing accounts and assuming responsibility for production. Large block of accounts immediately available. Box 543, BROADCASTING.

Salesmen. Chicago suburban. Successful FM station needs experienced, aggressive, young salesman who lives in the vicinity. Automobile necessary. 15% commission against good guarantee. Box 511, BROADCASTING.

HELP WANTED

Leading Washington, D. C. station has immediate opening for a good salesman with radio, newspaper or other advertising experience. Give full details first letter, including background, remuneration expected to

BOX 459, BROADCASTING

Time salesman—Experienced producer. Car necessary. Independent California station. Salary—commission. Send full details and photo. Box 546, BROADCASTING.

Announcers

Wanted: Experienced announcer with four years minimum at commercial work. Quality and references must be good. College background preferred. Position offers pay schedule, including incentive plan, about $95.00 per week. Good future for right man. Audition transcription must demonstrate disc jockey and ad lib ability; news handling; all-round musical knowledge and thorough demonstration of commercial ability. Send photograph and references. Large southern market. Replies confidential. Box 465, BROADCASTING.

Wanted: Down-to-earth combination announcer and continuity writer, preferably capable play-by-play to qualify for program director of Mutual affiliate, city 14,000 with exceptionally fine living surroundings. Permanent. Mail snapshot and information to Box 488, BROADCASTING.

Wanted: Announcer, all-round experience. Excellent working conditions. Talent fees and good future for good man. Send experience, disc and references to Box 524, BROADCASTING.

Three men wanted—by 5000 watt network affiliate in large midwest market area; staff announcer, special events man, and promotion manager. All three must be thoroughly experienced. Send full details of your background to Box 547, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Announcer with some experience; $40.00 to start. Send disc and resume and references. Box 522, BROADCASTING.

Combination men—We're tired of floaters and cheap help. If you are experienced announcer with first ticket, sober, some educational background, want to settle down in a small southern city, draw $75.00 for 44 hours with one day off at 250 watt station, and are not a griper, write Box 538, BROADCASTING. Replies confidential and acknowledged.

Wanted: Announcer for 1 kilowatt station, going five kw about July 1. Basic pay to start $40.00 per week with time and a half for overtime. Modern station also operation 100 kw FM station. Experience required; send replies to Mel Barnett. Program Director, WHIS, Bluefield, West Va. Send disc.

Experienced announcer. Michigan regional network station has opening for strong, versatile commercial announcer. Excellent opportunity for good man. Send qualifications, salary expected, photo and transcription to WFDF, Flint, Mich.

Wanted. Good announcer for established station in south. Position pays well. Wire if interested and forward photo, letter of experience with references and disc. Box 477, BROADCASTING.

Announcer, disc-jockey experienced ad-lib who can handle console, participate in all-round production. Send disc, photo full details first letter. Gene P. Loffler, KTRY, Bastrop, Louisiana.

Technical

Wanted—Combination engineer-announcer. Must have pleasing voice. Progressive, western local. Box 416, BROADCASTING.

Transmitter engineer needed for 1 kw AM and 10 kw FM. Starting salary $50 per week. Car necessary. Chief Engineer, WTAD, Quincy, Illinois.

Engineer-announcer for station in good small town near Atlanta. Will teach you announcing if have speaking voice. $50.00 week. Four-room apartment available. WMOC, Covington, Ga.

Operator-announcer with ticket. Good voice, good pay, housing available. Fishing country. Airmail disc. KPRK, Livingston, Montana.

Man with first class ticket wanted. Send audition disc of voice and full record of abilities. Single men preferred. Salary $40 per week to start. Box 548, BROADCASTING.

Production-Programming, others

Unlimited future for aggressive, ambitious production manager. Long on ideas, able to produce, develop programs, announce, write, ad lib. Progressive Midwest station. Rush experience, salary requirements, disc. Box 527, BROADCASTING.

All-round radio copywriter. Excellent opportunity in New Mexico station. Five references and salary expected. Box 540, BROADCASTING.

PROGRAM DIRECTOR

Independent fulltime station in Third market. Experienced man capable of handling announcing and program staff featuring local, sports, news and music.

BOX 545, BROADCASTING

Script writer wanted immediately. Growing basic network affiliate, large midwestern city. Qualifications: male, 25-30, 4 year college graduate, experienced writing all types shows. Permanent position for qualified person. Send full details on experience, present salary, references, recent photo, to Box 552, BROADCASTING.

Continuity writer for Chicago area independent. Commercials only. Starting salary $150. Immediate opening. Box 550, BROADCASTING.

Help Wanted (Cont'd)

Experienced commercial copywriter for kilowatt midwest daytimer. Box 551, BROADCASTING.

Continuity writer . . . for 250 watt southern station. Woman preferred, who can also handle feature program on air. Former commercial copy experience an advantage. Full details and salary required first letter. Box 549, BROADCASTING.

Situations Wanted

Managerial

I am desirous of securing a better position, as working commercial manager or salesman or station manager, with a progressive station, that will appreciate and pay for results. Successful record selling radio time, also newspaper advertising and managerial experience. Aggressive and enjoy selling. Character and ability references. Married, no children. Sufficient experience, old enough to be settled and young enough to achieve results. Box 584, BROADCASTING.

General manager—With eight years experience in radio desirous of making a change. Married, sober and dependable. Extra strong in sales and programming. In charge of all phases of present operation from time of issuance of CP. Best of references from present employer. Salary reasonable, all offers considered. Box 387, BROADCASTING.

Selling or administrative position. Presently employed as commercial manager of newspaper-owned station. Have late model car for use in connection with position. Wish salaried position, progressively commensurate with ability demonstrated. Available on two weeks' notice. Box 440, BROADCASTING.

Station manager, 13 years experience, network, local, sales, sports, special events. Available 30 days notice from present position in Georgia. Best of references supplied on request. Box 555, BROADCASTING.

General manager—outstanding record of administration in sales and programming. Minimum income $9,000. Box 554, BROADCASTING.

Situations Wanted (Cont'd)

Manager: Now employed as salesman, program director. Nine years in broadcasting. Hard worker. Single Box 462, BROADCASTING.

Just resigned managership 250 watt independent station. Desire new location. Built station to paying proposition. Well versed all phases of radio. Available June 1st. Box 478, BROADCASTING.

Manager as executive officer responsible for successful development midwest network regional. Desires better climate and opportunity to help develop AM-FM-TV regional property on profit-sharing basis. Excellent record and references. Box 485 BROADCASTING.

Independent station general manager past 5 years, 5 station city, available on month's notice. Previously salesman, network station. Could invest. Box 487, BROADCASTING.

Successful manager available. Likes mid-south. Proven operations, sales, programming. Civic-minded. Age 28. Radio since 1938. Announce, sell. Will put your station in the black. Box 505, BROADCASTING.

Can you use money making team in your station? Man and wife combination: He, experienced as station manager, commercial manager and sales. Plenty of ability. She, tops in promotion, lady narrator, experienced in sales. Neither interested in a chair-polishing position. Box 525, BROADCASTING.

Manager — Commercial manager. Seasoned, good production record. Salary-bonus bases. Box 526, BROADCASTING.

Station manager, chief announcer, and copy-traffic man desire change. Now in local. Would accept big jobs in little station or little jobs in big station. Anywhere, anytime. What have you? Box 539, BROADCASTING.

Salesmen

Salesman with terrific sales ability and background. Good references. Box 464, BROADCASTING.

Salesman—Now with New York City station. Excellent sales record. Interested in alive southwest station. Box 528, BROADCASTING.

MIDWEST

fifty thousand watter

WANTS

NEWSCASTER

Must have outstanding voice-personality.

This is one of the best news jobs in radio for the right man.

Rush complete details of background, salary expected, when available, plus photo and transcription to

Joe DuMond,
President

Radio Station KXEL

Waterloo, Iowa

XUM

Situations Wanted (Cont'd)

Sales executive 34, seeks responsible connection. Spent past 5 years with NBC building and selling recorded programs on both coasts. Has done business with hundreds of stations and agencies throughout the country. Very well balanced radio background. Family man. Box 414, BROADCASTING.

Business needing hypo? Then perhaps you can use a N. Y. salesman well known to time buyers. Write, in confidence. Box 578, BROADCASTING.

Announcers

Chief announcer on small station or staff announcer on large city outlet, four years experience; currently chief announcer-program manager on Rocky Mountain station. Accent on newscasting. For full details write Box 445, BROADCASTING.

Mature announcer, 2 years Mutual stations. Several years theatrical background. Experienced control board operation. Have poem program and can direct radio plays. Desire position small progressive station. Salary secondary to opportunity. Address Box 482, BROADCASTING.

Available: Excellent knowledge records, transcriptions. Experience music in general. College graduate, radio-music degree. Mike experience, top record show college station, dramatics, etc. 25, single. Box 501, BROADCASTING.

Excellent versatile announcer arriving in Los Angeles June 1; 6 years experience in Boston and vicinity of New York. Play-by-play sports, news, acting, disc jockey with proven audience pull. Age 23, single, Harvard graduate. Seeking employment in Los Angeles or vicinity. Excellent references. Box 510, BROADCASTING.

Announcer seeking position as staff announcer. Background of classical and popular music. Name band experience. Can handle all phases. Disc available. Graduate School of Radio Technique, Radio City, New York. Write Box 517, BROADCASTING.

Chief announcer available end June wants good opportunity California, nearby state, or Mexico. Prefers morning work; sings with records. Best of references. Please state tentative salary, shift; will send disc. Write Box 519, BROADCASTING.

Mature voice, 27, single. Versatile announcer, experienced. Singing disc-jockey, newscaster, concert host, quiz-master, commercials a specialty. Prefer northeastern U. S. Box 520, BROADCASTING.

Announcer-disc jockey, available immediately. Trained at the School of Radio Technique, Radio City, N. Y., in all phases of radio broadcasting, including announcing, newscasting, editing, producing, acting, continuity writing, etc. Short on experience, but long on desire to work hard and learn. Recording, and photograph, available on request. Box 523, BROADCASTING.

Announcer, 2 years' experience all phases, good knowledge programming. Ambition. Box 532, BROADCASTING.

Announcer-production—24, married, presently employed 500 w independent, experience 1 year all phases, reliable, sincere, eager, desire advancement, larger network station, reasonable wage, talent fees. Disc, photo, references available. Box 535, BROADCASTING.

Announcer—Summer replacement—college student, sports announcer on college station—experienced newspaper sports writer. Box 542, BROADCASTING.

Announcer—experienced in all phases of radio and broadcasting. Have written, produced, directed every type of show. Single, 27, college background. Recently with MBS Network. Albert M. Lubins, 1322 Fairmount Avenue, St. Paul, Minnesota.

Announcer, actor, producer, newscaster, disc jockey, commercial copy writer, 10 years experience, former NBC; available on two weeks notice to employer. Minimum $65.00 plus talent. Married, will go anywhere. Address: Box 556, BROADCASTING.

Announcer—desires change. Lots of experience. Currently employed — large eastern market. Letter, disc etc. on request. Box 557, BROADCASTING.

Chicagoan, veteran 24, experienced, versatile announcer. Desires Chicago area. Victor Petrolis, 2906 Emerald Avenue, Chicago, 16, Ill.

Announcer, 23, vet, single, industrious and eager to learn. Radio school graduate with 2 years college. Can write continuity. Travel anywhere. Disc and photo on request. Available immediately. Box 558, BROADCASTING.

Announcer—news writer, one year's experience, Journalism graduate, Northwestern University. Irv Stein, 311 S. Kilbourn Avenue, Chicago, Ill.

Middle west only! Born and raised here. 8 years experience. Available immediately. Box 559, BROADCASTING.

Announcer—21, aggressive, personable. Veteran, good voice, year college, Radio School graduate, year service show experience. Prefer middle west. Box 560, BROADCASTING.

Announcer-writer, one year with AFRS. Experienced in newscasting, commercials, disc shows. Graduate New York leading school of announcing. Will go anywhere. Resume, disc upon request. Box 561, BROADCASTING.

Announcer-producer. Nine years experience all phases broadcasting. Guarantee $75.00 plus talent and show proof of progressiveness. Box 562, BROADCASTING.

Announcer—experienced. Handle pop and classical, news, commercial. Vet, 23. Desire permanency, opportunity. Available June 20. Disc, photo. Box 564, BROADCASTING.

Disc jockey: Formerly all night record MC fifty thousand watt. Capable handling audience participation shows, special events, commercials, news. Box 565, BROADCASTING.

Technical

Chief engineer. Wants position as chief or assistant chief engineer in 5 or 10 kw station. Thorough knowledge of construction, operation and administrative duties. Recording, directional arrays. Presently employed as chief engineer. Excellent references. Box 498, BROADCASTING.

Engineer 10 years in communications. 1st phone, car. Desires to enter broadcast field. Box 533, BROADCASTING.

TELEVISION

Engineering graduate with five years of television experience would like to obtain responsible position in newly organized station. Can plan complete studio installation.

BOX 536, BROADCASTING

Practical engineer. 250 watt chief, help construct if ready now. 18 years all phases, can pinch hit for manager, announcer in emergency. Immediate connection only at $65.00 week minimum. Available 5 days. W8LVG. References. W. S. Crooks, 3057 Wreford, Detroit, Michigan.

1st phone. Active ham. Available. 1136 Tuscaloosa Ave., Birmingham, Alabama.

Television cameraman, 32, married, 10 years experience Washington political and sports field. Operate Eyemo, Wall, Mitchell; know cutting, editing. D. C., New York or San Francisco o.k. Box 566, BROADCASTING.

Engineer—single, 29, ex-Navy ETM First. One year as chief engineer one kw daytime station; one year with metropolitan network station as studio engineer. Experienced in construction, operation and maintenance of all phases of AM-FM. John Thomas, Box 485, Norristown, Penna.

Able abatoir attendant batty from baleful backwoods beat, desirous of doing duty in dependable deckhouse devoid of debris. Finished first five years with first fone first of February. Fetch me a fair financial offer. Box 567, BROADCASTING.

Engineer—experienced transmitter, studio control, remotes. First phone, RCA graduate. Available immediately. Southwest preferred. Write Box 568, BROADCASTING.

AM transmitter experience. BS, married, will move. Box 569, BROADCASTING.

Transmitter engineer. Telephone first class and telegraph first class. Four years in coastal station. Fifteen years of radio background. Thirty-eight, married. Ray Groff, Box 812, Grand Coulee, Washington.

Engineer—first phone, two years college, three years experience. Studio control, recordings, remotes, transmitter shifts, maintenance. Assisted installation of kilowatt AM and 10 kw FM mtrs. Former Asst. Chief of Kilowatt. Single, sober, reliable-excellent references. Desire permanent position. P. O. Box 765, New Britain, Conn.

Chief engineer, young, adaptable, 7 years in radio, desires new location. Box 570, BROADCASTING.

Situations Wanted (Cont'd)

Production - Programming, others

GI-Veteran, 26, family man is looking for a permanent job as program director or assistant manager in a small station. Experience includes announcing, programming, continuity, traffic and sales in 250 to 5000 watt stations. Also college and AFRS training. Housing essential. Salary important but secondary to permanent position. Box 486, BROADCASTING.

Program director independent station northeast wants position west coast or southwest. Free July 1. Experience all types announcing; can sing. Write Box 518, BROADCASTING.

Attention! Program director, shows, writing: Young woman thoroughly experienced every phase station operation ready to pay off for station and self. Total earnings must exceed $75 weekly. Reply Box 521, BROADCASTING.

Gag writer needs change. Can and has handled production. Able to write quantity, quality and variety in scripts of all kinds. Could be permanent if position is right. Top references. Minimum $75. Box 529, BROADCASTING.

Former acting director of news for New York station, now out of the field, wishes to re-enter. Also general staff axing, classical music vocabulary, experienced in building record shows, in publicity, special events. New York or commuting distance. Box 530, BROADCASTING.

Good voice. Good copy, experienced 14 months. Handle console, news, disc shows, copywriting. Single, 24, sober. Travel. Box 531, BROADCASTING.

Sports specialist—play-by-play, sportcasts. Sports writing background. Man to solve your problem if you desire to specialize in sports. Interested only in permanent job with chance for real advancement. Box 534, BROADCASTING.

Program director, wide range of administrative experience. Truly unusual background, all phases of radio. Big league experience in several major cities, both coasts. Highest calibre air personality. Presently on announcing staff of 50 kilowatt New York City station. Willing to go anywhere for good combination job as PD and chief announcer, on appropriate salary plus talent or commission arrangement. Potential earnings must be limited only by my ability to produce results. No application blanks, please. Phone or wire collect LAurelton 5-0152, New York City, and we'll try to arrange personal interview. Or write details care Box 541, BROADCASTING.

Veteran with six months production, announcing and writing training wants on-the-job training position. Single. Not afraid to work for a future. Disc and photograph available. Pathfinder, 1329 Oak Street, Kansas City, Missouri.

Continuity chief, New York AM-FM affiliates, latter programmed for two million people; five states; relocating west coast June First. Background: selling copy, salable ideas, sponsor-contact, production. Desires: copy-production position. Resume available. Stanley Siwek, 10320 Orange, South Gate, California.

Situations Wanted (Cont'd)

For rent—One used continuity writer. Good condition. Write Box 399, BROADCASTING.

VERSATILE MAN

All phases production-programming, copy, traffic, announcing, board promotion, music, personnel. 25; 4 years experience; 2 years college; vet. Permanent, energetic, thoroughly dependable. Go anywhere if salary commensurate with ability. Best reference from present employer.

BOX 574, BROADCASTING

Lady—single, 23, with two years experience desires position in traffic or continuity department with station preferably on east coast. Write Box 571, BROADCASTING.

Newscaster-writer-reporter; employed. Wants newsdirector job, midwest, west preferred. Journalism grad. Young, but experienced all types 'casts, news productions, including regional correspondents. Box 573, BROADCASTING.

Sports editor: 29, thorough working knowledge of all sports and the ability to describe them to a listening audience whereby they can enjoy and understand them. Capable commercial announcer, narration, four years experience. Presently employed. Box 572, BROADCASTING.

Experienced continuity writer—women's program director desires change. Small station background. Versatile writer, good voice. Northwestern University graduate. Box 575, BROADCASTING.

Experienced traffic manager desires position with progressive station. Box 553, BROADCASTING.

17 years in showbusiness, radio, stage and the film industry. Experienced in management, sales, production, exploitation and announcing. Presently employed by Motion Picture Producer as unit manager and lecturer. Married, 34, two children. Desire to settle down. State best offer. Box 577, BROADCASTING.

Employment Services

Women's director, copywriters, secretaries, salesmen; engineers (10 years minimum experience—leading metropolitan station). RRR-Radio Employment Bureau, Box 413, Philadelphia, Pennsylvania.

For Sale

For sale: Gates limiting amplifier Model 28CO 2½ years of service. Good condition. RCA modulation monitor Type 66-A. Both ready for immediate shipment. Make us an offer. Box 496, BROADCASTING.

BONDING COPPER

In Stock for Immediate Shipment.
Send for Our Price List Today.
J. L. CLARK METALS CO.
2108 S. Ashland Ave.,
Chicago 8, Ill.

For sale: Presto Model K recorder, excellent condition, $275: Also, 2 Q R K-17 turntables, $130 each. Contact Kaye Palmer, KELP El Paso, Texas.

Mid-West

Major Market Station

Located in one of the largest and most desirable midwest major markets. This independent station has done an outstanding building job—liberal public service, well planned programming and a sound sales policy is resulting in important profits that are rapidly increasing.

On the basis at present and future earnings this station will sell at an exceedingly low ratio of price to earnings. Price for 100% of stock $185,000. Write exclusive representatives

BLACKBURN-HAMILTON COMPANY

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Charles E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

For Sale (Cont'd)

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale: One Wincharger, type 101, 150' tower, complete with lights, base insulator, guys and guy insulators. One Gates 250-A transmitter in good condition. One Gates Antenna Tuning Unit. One 19" 7' Standard Rack Cabinet. One Gates 10-F line or recording amplifier. One Gates frequency control unit, including two Bliley crystals 1490 kcs and ovens. Two Bliley crystals and ovens, 1230 kcs, new. One Gates limiter, factory rebuilt since used. One set Johnson lighting chokes in weatherproof cabinet. 537' 70 Ohm 7/8" Andrews copper coaxial cable, new in one piece on original factory spool. 1037' 70 Ohm 3/8" Andrews coaxial cable, new on original factory spool. All above equipment ready for immediate delivery in A-1 condition. Available due to change of frequency and increase of power. Make us an offer. All or any part. For further information write or wire KFFA, Helena, Arkansas.

USED TOWER FOR SALE

254 ft. Blaw-Knox type CK self supporting, available with Blaw-Knox sub-base which provides an additional 66 ft. section of tower below insulators—ideal for areas subjected to floods or surrounded by buildings. Dismantled, in warehouse ready for immediate shipment. Very reasonable.

BOX 537, BROADCASTING

For sale: PT-250 custom built AM transmitter with well designed conventional FCC approved circuit. Runs steady and true with absolute minimum of trouble. Has pair 810's in final PP for 250 watts. High level 838's class B modulators complete with full set of tubes. Also available to buyer of transmitter Western Electric modified FCC approved frequency monitor and neat, compact, well-built speech input console. Real buy for entire lot. KRLC, Lewiston, Idaho.

RADIO TOWERS, AM and FM erected, painted and serviced coast to coast.
TOWERS FOR SALE — AM, supporting FM and TV.
Write, wire or phone 8503
John Greene
GREENE TOWER CO.
Southern Pines, N. C.

RCA BTF-250A 250 watt FM transmitter, new condition, used 7 months, 2 used WE 109A reproducers. With spare 9A, 1 used model L transcription playback. WPIK Alexandria, Va.

Application denied! Sacrifice complete equipment for 250 watter. All new. Following never uncrated: Raytheon Console, General Radio Frequency and Modulation Monitors, three QRK Turntables, three RCA Universal Pickups, and four RCA Junior Velocities. Also, tower lights, ground wire, approved composite transmitter, and material for 150 foot tower. Equipment in California. $5,600 takes the works! Box 579, BROADCASTING.

For sale: Soundproof cabinet for wire service teletype. Glass panel in lid. Cost $135, will sell for $75. WFAH, Alliance, Ohio.

5 kw AM Transmitter
FOR SALE
Western Electric 5 kw type D96847, can be used on any frequency from 550 to 1600 kc. Immediately available. Price reasonable. Address F. M. Kennedy, Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Calif.

Radio station in excellent market but making very little money. Could be successful with proper management. Box 581, BROADCASTING.

Schools

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

VIDEO FILMS

Increasing Need Cited By RCA's Watts

VIDEO'S film needs by 1953 will likely triple and possibly quadruple the present production capacity of the motion picture industry in the opinion of William W. Watts, vice president of the Radio Corp. of America, in an address before the Society of Motion Picture Engineers convened in Los Angeles May 16-20. ★

Foreseeing an estimated 953 stations in 456 cities, assuming adoption of the Commission's proposed revision of channel allocations, Mr. Watts pointed to a need of 1,825 two-hour features of 14,600 fifteen minute shorts a year exclusive of the 500 independent stations' film needs. Without network programming, the latter will have a definite annual film need all of their own, he said.

Referring to the current inactivity on the part of most motion picture producers, Mr. Watts observed that the needs of television "will require far more film, more technicians, more talent and more equipment than exists today."

"Motion pictures are Hollywood's business and if Hollywood truly senses the gigantic industry that is growing up across the nation, the technical facilities this new industry already possesses, the millions of dollars invested in it, the size of its present and potential audience, Hollywood, I am sure for the simple reason there is profit to be earned, will get into what can eventually be a bigger market than the much lamented 'foreign field'."

Approaching the question of television's effect upon the movies, Mr. Watts said, "The motion picture industry is one that will grow —with television." Theatre television he felt was but one of several applications possible for large screen video. Other uses he named were promotional in connection with sports and news events, uses in war, in hospitals, in film studios "where directors can view tomorrow's rushes while the scene is being shot."

As to RCA's relationships with Warner Bros. and 20th-Century Fox on large screen television, Mr. Watts explained that "joint development contracts" had been pacted whereby RCA provides technical information, technical aid, 18 x 24 ft. picture screens and a kinescope system coupled with rapid developer capable of feeding film to a standard theatre projector in less than a minute.

"How the motion picture industry fits into the television picture will be determined solely by the motion picture industry itself," he concluded. But warned "and it must be determined now."

Austrian Talk

Television has a definite reducing influence on movie-going based upon a limited survey of 415 completed telephone surveys obtained in New York City under the direction of Ralph B. Austrian, Foote Cone & Belding vice president in charge of television. He reported these findings to the SMPE convention.

Half of the set owners interviewed report that they go to the movies less frequently after buying a set. Corollary to this is the finding that three-fourths of those responding to the study state they spend more evenings at home since the set purchase. And finally, most of the people who have cut back on their movie-going since the acquisition of a set classified themselves as "very heavy goers."

The New York figures on movie attendance provide an interesting comparison with a survey taken in Los Angeles last fall. In Los Angeles 46% reported they had reduced movie-going while 53% reported the same interest. This compares with 51% for the New York study who claim they go less often and 48% who report the same.

NEW TYPE of electronically-triggered, high-intensity "gap-lamp" is employed in RCA's new 35-mm sound motion picture projector (r). The "gap-lamp" is said to be virtually free of heat, and need for a moving shutter is eliminated, RCA points out. Periodic flashes of the lamp, coupled with a specially designed film drive mechanism, make it possible to use standard 35-mm film, which normally operates at 24 frames per second, to provide the 60 interlaced fields, or 30 frames per second required for television, RCA says. Operator is shown at monitor and changeover control rack.

NEW LIST of Canadian AM, FM and shortwave broadcasting stations has been issued by the Radio Div., Dept. of Transport, Ottawa, and is available at 10c per copy.

Schools (Cont'd)

The SCHOOL of RADIO TECHNIQUE
• NEW YORK • HOLLYWOOD • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
Send for free Booklet B.
Approved for G.I. Training
NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Wanted to Buy

Approved field strength meter, reasonable. Box 580, BROADCASTING.

250, 1000, or 5000 watt radio station. Will consider CP. Not afraid of competition. Box 582, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

WHB Goes Fulltime

WHB Kansas City, Mo., switches to 710 kc with 10 kw day and 5 kw night on May 30. Station was established in 1922 and has been owned by the Cook Paint and Varnish Co. since 1930. It is an affiliate of MBS.

LATE CLASSIFIEDS

Help Wanted

Salesmen

Sales manager. If you have experience in managing sales force in metropolitan area; if you are aggressive and can operate in a highly competitive market, we have an opening for you. Salary in proportion to background. We are a 1000 watt fulltime independent. If you have something to offer write or wire Box 587, BROADCASTING.

Salesman — Experienced, commercial background. Car and availability essential. Opportunity for salesmanagership in Pennsylvania area. Send references, minimum salary or commission basis to Box 588, BROADCASTING.

Announcers

Experienced Announcer, Over 26
Wanted by strong Chicago suburban station. Must have college education and high class reputation.
BOX 586, BROADCASTING

Production - Programming, others

Radio and television director. Established and recognized agency needs man to take complete charge, direction of radio department. Must be thoroughly experienced, versed in all phases of agency radio. Will have full responsibility to build up radio department. Chance to be set up in business; no investment required. Give complete resume. Box 583, BROADCASTING.

Commercial Continuity
Writer, News Editor
Wanted by old well-established station on fringe of Chicago. Only high grade well-educated need apply.
BOX 585, BROADCASTING

XUM

FCC Actions

(*Continued from page 95*)

Decisions Cont.:

Television Bcstg. Co. to Lawson Lacy, executrix of estate of Rogers Lacy and Tom Potter, d/b as Lacy-Potter Television Bcstg. Co.

WJAR-TV Providence, R. I.—Granted mod. CP to change studio location and trans. location; change ERP to vis. 30 kw, aur. 15 kw, change type equipment and make ant. changes.

KTTV Los Angeles—Granted mod. CP to change ERP to vis. 31.5 kw, aur. 16.6 kw, and change trans. site.

WGN-TV Chicago—Granted mod. CP for extension of completion date to 12-1-48.

W6XYK Earle C. Anthony Inc., Area Los Angeles—Same except to 8-1-48.

WTMJ-TV Milwaukee—Same except to 11-23-48.

KLIF Oak Cliff, Tex.—Granted license for new station 1190 kc 1 kw D.

KTAE Taylor, Tex.—Granted license for new station 1260 kc 1 kw D.

WSAM Saginaw, Mich.—Granted mod. CP to extend completion date to 180 days after decision in Docket 8069.

KLMS Lincoln, Neb.—Granted mod. CP to extend completion date to 8-1-48.

WCAP Asbury Park, N. J.—Same except to 11-14-48.

American Bcstg. Co., Area New York City—Granted CP for two new experimental television relay stations.

WGOR Ft. Lauderdale, Fla.—Granted mod. CP to extend completion date to 5-19-48.

BY THE COMMISSION

WGNR New Rochelle, N. Y.—Granted mod. CP to extend completion date to 10-27-48.

BY COMMISSIONER DURR

Continued hearing on applications of Hawley Bcstg. Co. and Eastern Radio Corp., Reading, Pa., from May 24 to May 26 at Reading. Continued hearing on application of Bert Williamson, Martinez, Calif., from May 21 to June 4 at Washington. Continued hearing on application of The Naugatuck Valley Bcstg. Corp. from May 19 to June 9 at Washington.

May 17 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

The Roanoke Bcstg. Co., Roanoke, Ala.—CP new standard station 930 kc 100 w-N 250 w-D and unl.

AM—840 kc

Gralla & Gralla, Los Angeles—CP new standard station 840 kc 250 w D.

License for CP

WINZ Hollywood, Fla.—License to cover CP change hours, increase power, etc.

KWAD Wadena, Minn.—License to cover CP new standard station.

Modification of CP

WMFD Wilmington, N. C.—Mod. CP increase power etc., for extension of completion date.

License for CP

KCOH Houston, Tex.—License to cover CP new standard station.

KRED Eureka, Calif.—License to cover CP new FM station.

KLX-FM Oakland, Calif.—Same.

Modification of CP

WMMW-FM Meriden, Conn.—Mod. CP new FM station for extension of completion date.

WAGA-FM Atlanta, Ga.—Same.

WRBL-FM Columbus, Ga.—Same.

WEBQ-FM Harrisburg, Ill.—Same.

WMMJ-FM Peoria, Ill.—Same.

WBCC-FM Bethesda, Md.—Mod. CP new FM station to change ERP from 490 w to 500 w; decrease ant. height above average terrain to 341.2 ft.

Assignment of CP

WXHR Cambridge, Mass.—Voluntary assignment of CP new FM station from Harvey Radio Labs. Inc. to Middlesex Bcstg. Corp.

Modification of CP

WBZA-FM Springfield, Mass.—Mod. CP changes in FM station, to change ERP from 3.9 kw to 18 kw, decrease ant. height above average terain to 526 ft.

License for CP

KWNO-FM Winona, Minn.—License to cover CP new FM station.

KWOS-FM Jefferson City, Mo.—Same.

Modification of CP

WAIR-FM Winston-Salem, N. C.—Mod. CP new FM station for extension of completion date.

WPAY-FM Portsmouth, Ohio—Same.

WKBN-FM Youngstown, Ohio—Same.

WMGW-FM Meadville, Pa.—Same.

WCAE-FM Pittsburgh—Same.

Reinstate CP

KRBA-FM Lufkin, Tex.—CP reinstate CP new FM station, which expired Feb. 14.

TV——174-180 mc

Television Fresno Co., Fresno, Calif.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 22.65 kw, aur. 11.92 kw and unl.

Modification of CP

WSB-TV Atlanta, Ga.—Mod. CP new commercial television station to change ERP from vis. 21.6 kw, aur. 11.4 kw to vis. 23.8 kw, aur. 12.5 kw.

WWHB Indianapolis—Mod. CP new commercial television station for extension of completion date.

TV—66-72 mc

WNBT New York—CP change ERP from vis. 7.0 kw, aur. 5.75 kw to vis. 15.2 kw, aur 7.61 kw.

Modification of CP

WLWD Dayton, Ohio—Mod. CP new commercial television station for extension of completion date.

Exp. TV—6975-7000 mc

The Elm City Bcstg. Corp., New Haven, Conn.—CP new experimental television Relay Station on 6975-7000 mc, power of 0.1 w, emission A-5, special for FM and hours in accordance with Secs. 4.131(b) and 4.163.

Remote Pickup

Gulfport Bcstg. Co. Inc., Pensacola, Fla.—CP new remote pickup station on 2790 kc 6 w, emission A3 and hours in accordance with Sec. 4.403.

Corning Leader Inc., Corning, N. Y.—CP new remote pickup station on 35.02 mc, 90 w, emission special for FM and hours in accordance with Sec. 4.403. Also CP new remote pickup station on 35.02 mc, 50 w, emission special for FM.

License for CP

Columbia Bcstg. System Inc., New York—License to cover CP new remote pickup station.

STL—940-952 mc

James Bcstg. Co. Inc., Jamestown, N. Y.—CP new ST link station on 940-952 mc, 15 w, emission special for FM, unl.

License Renewal

Applications for renewal of FM broadcast license filed by WFBL-FM Syracuse, N. Y.; WIBW-FM Topeka, Kan.; WINC-FM Winchester, Va.

TENDERED FOR FILING

TV—192-198 mc

W. Harry Johnson d/b as Mid-South Television Bcstg. Co., Little Rock, Ark.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 3.1 kw, aur. 1.6 kw.

TV—198-204 mc

Lee Bcstg. Inc., Quincy, Ill.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 23.6 kw, aur. 12.4 kw.

TV—174-180 mc

The Gazette Co., Cedar Rapids, Iowa—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 22.1 kw, aur. 11.6 kw.

TV—186-192 mc

Baton Rouge Bcstg. Co. Inc., Baton Rouge, La.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 26.9 kw, aur. 13.4 kw.

TV—66-72 mc

Radio Station KTBS Inc., Shreveport, La.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 14.25 kw, aur. 7.66 kw.

TV—186-192 mc

W. Harry Johnson d/b as Mid-South Television Bcstg. Co., Memphis, Tenn.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 19.2 kw, aur. 13.7 kw.

Assignment of License

WFUN Huntsville, Ala.—Consent to assignment of license to Huntsville Bcstg. Co. Inc.

AM—1150 kc

KXLR North Little Rock, Ark.—CP change frequency from 1450 to 1150 kc, increase 250 w to 1 kw-N 5 kw-D DA-N.

Edwin N. Kaufman and Alvin B. Kaufman, partnership d/b as Radio Twins Bcstg. Co., Salinas, Calif.—CP new standard station 1150 kc 500 w D.

Assignment of CP

WPIX New York—Consent to assignment of CP of commercial television WPIX and television relay stations W2XPO W2XMB to WPIX Inc.

AM—1450 kc

KBPS Portland, Ore.—CP increase power from 100 w to 250 w.

Assignment of CP

Leonard B. Brown, Kerrville, Tex.—Consent to assignment of CP to Kerr Bcstg. Co.

AM—1410 kc

Olney Bcstg. Co., partnership of Robert E. Thompson and Sidney R. Sanders, Olney, Tex.—CP new standard station 1410 kc 250 w D.

May 18 Applications . . .

ACCEPTED FOR FILING

License for CP

KENI Anchorage, Alaska—License to cover CP new standard station.

AM—1150 kc

Radio Twins Bcstg Co., Salinas, Calif.—CP new standard station 1150 kc 500 w D.

Modification of CP

KFSD San Diego, Calif.—Mod. CP increase power etc., for extension of completion date.

WSWN Belle Glade, Fla.—Mod. CP new standard station, to omit request install FM ant.

WLOF Orlando, Fla.—Mod. CP change frequency etc., for extension of completion date.

Acquisition of Control

WSGC Elberton, Ga.—Voluntary acquisition of control of licensee corporation from Harry G. Thornton to Gradus T. Christian.

License for CP

WKEU Griffin, Ga.—License to cover CP increase power etc.

Modification of CP

WHKC Columbus, Ohio—Mod. CP increase power etc., for extension of completion date.

AM—1410 kc

Olney Bcstg. Co., Olney, Tex.—CP new standard station 1410 kc 250 w D.

AM—1230 kc

County Bcstg. Service, Mt. Jackson, Va.—CP new standard station 1230 kc 250 w unl.

Transfer of Control

WHYU Newport News, Va.—Voluntary transfer of control of licensee corporation from J. A. Gill, S. A. Twiford and E. P. Leary to John Doley, Margaret S. Doley, C. Archer Smith and Stuart A. Smith.

(*Continued on page 102*)

ASK YOUR PETRY MAN

About Availabilities in the

YANKEE NETWORK

News Service Editions at

8 A.M. ★ 1 P.M.
6 P.M. ★ 11 P.M.

THE YANKEE NETWORK, INC.

Member Mutual Broadcasting System
21 BROOKLINE AVE., BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO. INC.

from Tele-Tips WLWT

KITCHEN KLUB

FOR FOOD PRODUCTS and anything used in food preparation this program featuring pretty and practical BETTY KOLLER, graduate home economist, and "hungry man" BOB MERRYMAN brings your salesman right into the home. Call a WLW sales office for more information.

WLWT CINCINNATI

Crosley Broadcasting Corporation

Promotion

DON V. SHOEMAKER, former director of promotion of KSO Des Moines, has been named director of advertising and promotion of KFAB Omaha. Mr. Shoemaker succeeds **HAROLD E. ROLL,** resigned.

RICHARD STAHLBERGER, NBC information department correspondent, has been named promotion assistant in WNBC New York advertising and promotion department, replacing **BEN Z. KAPLAN,** who resigned to join staff of Martin Stone, New York radio producer.

MARIANNE BRENNAN, former public relations representative for Trans World Airlines, has joined public relations department at WGN Chicago, for summer season.

ROBERT M. HOFFMAN, former director of research for Manhattan Shirt Co., has been appointed director of research for WOR New York, effective June 1. Previously he was a market analyst for NBC. He replaces **CORTLANDT LANGLEY,** who resigned to become director of subscriber service department, Broadcast Measurement Bureau.

ALFRED BECKMAN, member of ABC New York, stations relations department, is the father of a boy.

Celanese Film

JUNE PROMOTION kits being distributed by Celanese Corp. of America contain television commercial produced by manufacturer for use by retailers. The 53-second sound-film is distributed at no cost to those cooperating stores which have access to television facilities. Made especially for video, film allows time at beginning and end for addition of slides identifying individual store tying-in with production. Film features number of new resort fashions and was produced by firm's agency, Ellington & Co., New York. Promotion kit also contains suggestions for radio and newspaper advertising.

WPOR Stationery

SPECIAL stationery to be used for correspondence with drug trade has been printed by WPOR Portland, Me. Printed in blue ink on white paper, top of sheet displays head-cut of Don McNeill, superimposed on a star, and is headed: "Another Star Toni Salesman for You!" Small paragraph below plugs ABC "Breakfast Club," featuring Don McNeill for Toni and heard over WPOR. Bottom of page carries station's call letters and slogan: "100% for Greater Portland."

WHCU Music

MUSICAL motif is used for promotional folder distributed to the trade by WHCU Ithaca, N. Y. Small two-fold mail piece is headed: "When WHCU Beats the Drum There's MUSIC in the Mails." Copy explains how station asked listeners to help write theme song for local firm, and received 398 jingles in reply.

Sells Roses

FIVE-FOLD leaflet has been distributed to the trade by WBT Charlotte, N. C., to tell story of how station "sells 52,412 rose bushes at lowest cost per sale in the nation." Leaflet is headed "WBT Takes Care of a Thorny Problem. . . ." First page shows man with worried look sitting in middle of vast quantity of rose bushes. On following page a WBT mike has entered picture and worried gentleman is telling story. Third page shows him counting money happily as people walk away with the last rose bushes. Copy concludes: "Have you a thorny sales problem? Use 50 kw WBT. You'll plant your message with three and a half million WBT-Carolinians. And have a rosy future."

Finding Errors

MAY ISSUE of "The Connecticut Listener," newspaper published monthly by WNHC New Haven, contains number of intentional typographical errors and the invitation to subscribers to locate errors. First person to send in complete list of errors will receive Admiral table model radio. Errors occur in spelling, size of print, punctuation, etc. Newspaper is sent free to listeners by WNHC.

'Record of the Week'

TIE-IN between disc jockey and coin operated record players has come about in Washington with WTOP inserting tag "Gallaher Moondial Record of the Week" in 2,000 record machines. Eddie Gallaher, star of "Moondial" show over WTOP, features "Record of the Week" on his 11:20-1:00 a.m. broadcasts.

Special Discs

RECORDING DISCS with radio star Jim Ameche as artist were sent by special-messenger to private homes of citizens around Oak Park, Ill., by WOAK (FM) announcing station would go on the air May 16. Mr. Ameche's message informed listeners that WOAK was going on the air and also explained the advantages of FM.

Prize Flight

SOMETHING new in way of awards for studio audiences was innovated with solo flight May 9 of Chuck Acree, star of CBS' "Hint Hunt" program. Mr. Acree, who received a Cessna 170 plane on his March 5 anniversary broadcast, remarked at the time he would give every grand prize winner on program since Aug. 19, 1946, a free ride if they would show up at the airport. Nearly 530 winners accepted his offer—and Mr. Acree is kept busy making it good.

Baseball Award

THE STAN LOMAX Baseball Award has been established by WOR New York to honor each year outstanding baseball players in the Metropolitan Intercollegiate Baseball Conference. This year's award will be given June 7 at a dinner sponsored by WOR, which also will air the presentation at 6:45 p.m.

'Mike and Camera'

NEWS, pictures and program schedules from WGY, WGFM, WRGB(TV) Schenectady, all General Electric stations, are being featured in new GE publication titled "Mike and Camera." Monthly paper is offered to interested persons at $1 per year. Activities of the three outlets are given thorough coverage with both stories and photos.

WBZ Promotion

PROMOTION letters have been mailed to the trade by WBZ Boston, stressing sales effectiveness of its "Home Forum" program, featuring Mildred Carlson. Letter from C. Herbert Masse, station sales manager, tells of program's success in "the case history of Tern, a liquid detergent for washing woolens." Attached to letter is sample of Tern and statement: "Tern your woolens to best advantage. Let WBZ and Mildred Carlson turn your advertising into profits." Also attached are congratulatory letter to Miss Carlson from president of Tern Inc. and reprint of ad run in trade press by WBZ.

News-Sponsors' Clinic

NEWS CLINIC between newsmen and sponsors on coverage problems was held recently at WMT Cedar Rapids, to accent station's slogan, "The News Station of Iowa." News department called in its regional correspondents and sales force assembled newscast sponsors and agency people to get acquainted at joint luncheon. Bill Downs, CBS correspondent who was on foreign assignment during war and now covers midwest for CBS, took part in clinic.

Radio Weekend

DESIGNED as send-off into the industry for graduating radio seniors, as well as opportunity for commercial broadcasters to audition talent, "Radio Weekend" was scheduled last Friday and Saturday at Syracuse U. Some 90 stations were invited to send representatives. Senior auditions were scheduled for Friday, in "Talent Parade" for benefit of broadcasters seeking new employes. Each student exhibited work for which he feels he is qualified: Announcers and other mike-men were aired; promotion men prepared promotion material; traffic men arranged schedule of programs, etc. Broadcasters also were invited to bring their own audition material. At close of meetings on Saturday, students and broadcasters were to be entertained with picnic at Marcellus County Park.

KSD Certificate

REPRODUCTIONS of Associated Press Certificate of Associate Membership for KSD St. Louis have been distributed to the trade by that station. Copy accompanying certificate points out that "KSD has been issued Certificate No. 1-R (No. 1 in Radio) because KSD was the first radio station in the United States to contract for AP News . . ." Certificate is reproduced on heavy-stock card and on back side is chain triangle for KSD, NBC, AP.

WBBM Harvest

"WHAT a Harvest for Harvester," says WBBM Chicago in its new brochure which tells story of a selling job station did for International Harvester. Brochure is cleverly illustrated with cartoon drawings. Front cover shows announcer at WBBM mike standing on top of combine with people crowding around him. Illustration continues to inside spread, showing people crowding into Soldier Field. Copy explains that with show produced by WBBM, International Harvester drew half-a-million persons to its Centennial Exhibit at Soldier Field. Back folder shows people riding out of the stadium on IH machinery.

'This Is WFEA'

MERCHANDISING-publicity column is run weekly in "New Hampshire Sunday News" by WFEA Manchester, N. H. Titled "This Is WFEA," column reviews local and network programs heard on station; contests being aired; activities of station personnel, and general news of station.

TV Internship

PLAN to provide annual television news internship for a Northwestern U. graduate was announced jointly May 17 by Frank P. Schreiber, manager of WGN Inc., Chicago, and Kennth E. Olson, dean of university's Medill School of Journalism. Under plan, outstanding student from journalism school will be brought into newsroom of WGN-TV to serve apprenticeship for one year. Selection will be made by WGN executives from list of students recommended by university officials.

Alaskan Market

ALASKA MARKET Data Booklet will soon be distributed to advertisers and agencies by Alaska Broadcasting System, in cooperation with its New York office, Pan American Broadcasting Co. Booklet contains facts and statistics on principal Alaskan cities and on intensive study of radio homes and coverage offered by ABS in Anchorage, Juneau, Ketchikan and Fairbanks.

Current Events Contest

CURRENT EVENTS contest has been held by KDYL Salt Lake City, and "The Telegram," local newspaper, marking conclusion of third year of broadcasts of "The Inquiring Editor" program. One-year scholarship was awarded to student winning the contest. One representative from each high school in Utah was invited to participate in the contest, given jointly by KDYL and the newspaper. Program originated at different high school each week, with representatives of the newspaper and KDYL interviewing students.

Promoting by Taxi

TAXICAB PROMOTION has been started by WREN Topeka, Kan. Station has placed boards on all units of Union Cab Co., promoting "Best All Day, Best Every Day" slogan and featuring special changeable panel for specific program promotion. "Take One" boxes are being installed in passenger compartments of all Union Cabs, furnishing patrons copies of weekly WREN program schedule.

Photo-Biographies

NEWEST GIVE-AWAY at KYW Philadelphia is series of photo-biographies of famous personalities in the KYW-NBC Parade of Stars. Station is using its "Radio Night Club" program, which features Bob Benson, to distribute picture and biography of a different star each week. Eventually station will offer binder for picture sheets to enable listeners to complete an album of their favorite artists.

XUM

NEW SIGNBOARD SLANT

Promotion for Georgia Outlet Tied In With Ball Games

A NEW SLANT on signboard advertising was worked out by WRBL Columbus, Ga., when station installed its board in the Columbus Cardinals Golden Park and tied it in with the baseball game.

Over the 8x20' sign in red neon are three large letters, CBS, to plug WRBL's affiliation. Here's how the CBS lights pay off: Reaching first by any other means than an error or fielder's choice lights up the first letter. Likewise letters light up for runs batted in and sacrifices.

"C-B-S" lights build up to the point where a player lighting all three letters gets five dollars. Thereafter, all similar successful trips to the plate pay off at an automatic five-dollar clip.

The overall scoreboard carries the batting order of the teams. To keep interest in the board when the other team is up, another part lights up for a hit.

The official scorer in the press box handles the sign. Ed J. Hennassey, WRBL advertising and promotion manager, worked out the idea.

* * *

WRBL's new baseball scoreboard

'Radio Theatre' Climbs To Top in Canada Shows

CONSIDERABLE change took place in national program ratings for April in Canada according to Elliott-Haynes Ltd., Toronto. *Radio Theatre* now leads evening programs with 36.9 rating, coming up from third place, followed by *Charlie McCarthy* 35.2, Fred Allen 34.3, *Fibber McGee & Molly* 30.8, NHL Hockey (Canadian program) 27.1, *Amos 'n' Andy* 26.4, *Music Hall* 24, *Twenty Questions* 22.5, Bing Crosby 20.6, and *Share the Wealth* (Canadian program) 20.6

Daytime English-language programs showed little change from the previous month, with *Ma Perkins* leading with 19.2 rating, followed by *Big Sister* 18.7, *Happy Gang* (Canadian program) 18.5, *Pepper Young's Family* 18, and *Life Can Be Beautiful* 17.

French-language programs also showed little change in April from March ratings. First five French evening programs were *Un Homme et Son Peche* 42.5, *Radio Carabins* 38.8, *Enchantment dans le Vivoir* 38.4, *Le Ralliement du Rire* 36.8, and *Ceux qu'on Aime* 35.4.

New Business

(*Continued on page 12*)

basis with Sinclair Refining Co. Other WRAL new accounts: **CAROLINA CLEANERS** (U-San-O moth-proofing), Tues. 7:45 news and 30 spots weekly; **DR. PEPPER BOTTLING Co.**, Raleigh, 30 spots weekly.

CLARK'S RESTAURANT ENTERPRISES Inc., Seattle chain, appoints Hiddleston, Evans & Merrill, same city. Using radio.

Mt. SINAI HOSPITAL SCHOOL of NURSING, Philadelphia, through J. M. Korn & Co., same city, preparing series of one-minute transcriptions to recruit nurses; will run 6 weeks on 60 eastern stations.

Network Accounts • • •

CAMPBELL SOUP Co., Camden, N. J., May 31 begins for 52 weeks *Double or Nothing* on NBC, 2-2:30 p.m., in period dropped by **GENERAL MILLS.** *Women in White* and *Betty Crocker* were two quarter-hours dropped by General Mills. Ward Wheelock, Philadelphia, is agency for Campbell; Knox Reeves, Minneapolis, for General Mills.

CANADIAN GENERAL ELECTRIC Co., Toronto (appliances), Oct. 3 starts to March 27, musical program, *Bell Singers and Howard Cable* on 44 Dominion Network stations, Sun. 6-6:30 p.m. Agency: MacLaren Adv., Toronto.

QUAKER OATS Co., Chicago (Aunt Jemina), July 1 renews for 52 weeks first quarter of *Ladies Be Seated* on ABC, Mon.-Fri., 2-2:30 p.m. (CDT). Agency: C. J. LaRoche & Co., Chicago.

LEVER BROS. (Pepsodent Div.) June 15 renews for 52 weeks 9-9:30 p.m. (CDT) segment on NBC, Tuesday. Corliss Archer dramatic program replaces Bob Hope for 13-week cycle beginning same date. Agency: Foote, Cone & Belding, New York.

GENERAL MILLS Inc. May 31 renews for 52 weeks *Today's Children* and *Light of the World* on NBC, Mon.-Fri., 1:30-2 p.m. Agencies: Knox Reeves, Minneapolis, and Dancer-Fitzgerald-Sample, Chicago, respectively.

SEEMAN BROS. Inc., New York (Airwick), May 30 renews for 52 weeks *Monday Morning Headlines* on ABC, Sun. 6:15-6:30 p.m. Agency: Wm. H. Weintraub Co., New York.

FARNSWORTH TELEVISION and RADIO Corp., Fort Wayne, will again sponsor *Metropolitan Opera Auditions of the Air* when series returns to ABC in November. Program concluded current season May 16. Agency: Warwick & Legler, New York.

JOHNS-MANVILLE Corp., Oct. 4 moves *Bill Henry News* from CBS, where it has been broadcast for several years, to Mutual, to be heard five nights a week, 9:55-10 p.m. Agency: J. Walter Thompson Co., New York.

PRUDENTIAL INSURANCE CO. of AMERICA, Newark, N. J., June 6 renews *Family Hour* on CBS for 52 weeks, through Benton & Bowles, New York. Program aired Sun. 6-6:30 p.m.

TUCKETT'S Ltd., Hamilton (Buckingham cigarettes), Sept. 15 renews till June 8 *Curtain Time* on 44 Dominion Network stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest products), not resuming NBC *Jack Carson Show* in fall, but substituting lower budget format as yet unselected, Sept. 9. Summer replacement featuring Ray Noble's orchestra already set. Agency: McKee & Albright, Philadelphia.

Adpeople • • •

HENRY M. SWARTWOOD, formerly with KOIN Portland, Ore., joins Kaiser-Frazer Corp., Willow Run, as advertising manager.

CLARENCE E. HALE, sales promotion and advertising manager, Golden State Co., San Francisco (dairy products), appointed general sales promotion manager in charge of all sales promotion, advertising and merchandising. **DONALD M. LAWTON**, former assistant advertising manager, named advertising manager and **SANDERSON SMITH**, assistant advertising manager.

HAROLD P. McGRATH, sales and advertising manager, Gaines Dog Food Div., General Foods Corp, named general division manager. **EDWIN EBEL**, former merchandising director, Pedlar & Ryan, New York, succeeds him. **C. A. WIGGINS**, division's associate advertising manager, named associate sales and advertising manager, Calumet Baking Powder Div.

KFMB sells SAN DIEGO ...better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

IT'S ROUNDUP TIME

The Texas Rangers, America's foremost singers of Western tunes, are ready for the big summer roundup—The roundup to bring their large audience direct to your sales room. The Texas Rangers have a wide selection of favorite tunes, transcribed for top quality. Their hundreds of selections are as flexible as live talent. You can spot your sales messages to your own needs. In short, you are adding the Texas Rangers to your sales force. The price is scaled to fit your market and your station. You'll be highly pleased in songs and music . . . and in sales.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

FCC Actions

(Continued from page 99)

Applications Cont.:

AM—1450 kc

Richland Bcstg. Co., Richland Center, Wis.—CP new standard station 850 kc 250 w D. AMENDED to change frequency from 850 to 1450 kc, hours from D to unl.

Assignment of CP

KAGH-FM Pasadena, Calif.—Voluntary assignment of CP for changes in FM station, for Andrew G. Haley tr/as Rose Bowl Bcstrs. to KAGH Inc.

Modification of CP

WJBC-FM Bloomington, Ill. — Mod. CP new FM station for extension of completion date.

WJOB-FM Hammond, Ind.—Same.

Assignment of CP

WXHR Boston—Voluntary assignment of CP new FM station from Harvey Radio Labs. Inc. to Middlesex Bcstg. Corp.

Modification of CP

WHAI-FM Greenfield, Mass.—Mod. CP new FM station for extension of completion date.

KFAM-FM St. Cloud, Minn.—Same.

WELD Columbus, Ohio—Mod. CP changes in FM station, to change ERP from 58 kw to 25 kw, ant. height above average terrain from 315 ft. to 466 ft.

WHP-FM Harrisburg, Pa.—Mod. CP new FM station for extension of completion date.

TV—174-180 mc

McClatchy Bcstg. Co., Fresno, Calif.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 26.9 kw, aur. 13.45 kw unl.

TV—192-198 mc

McClatchy Bcstg. Co., Sacramento, Calif.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 29.3 kw, aur. 14.65 kw unl.

TV—204-210 mc

Connecticut Radio Foundation Inc., Waterbury, Conn.—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 29.6 kw, aur. 14.8 kw unl.

TV—76-82 mc

Pinellas Bcstg. Co., St. Petersburg, Fla.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 16.8 kw, aur. 8.64 kw. unl.

TV—82-88 mc

Mid-South Television and Bcstg. Co., Shreveport, La.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 18.3 kw, aur. 9.1 kw unl.

Modification of CP

WNAC-TV Boston—Mod. CP new commercial television station for extension completion date from 6-2-48 to 7-1-48. AMENDED to change completion date to 12-2-48.

TV—82-88 mc

WJIM Inc., Lansing, Mich.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 20.6 kw, aur. 10.3 kw unl.

TV—76-82 mc

Mid-South Television Bcstg. Co., Oklahoma City—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 16.6 kw, aur. 8.3 kw and unl.

TV—Unassigned

Wyoming Valley Bcstg. Co., Fairview, Pa.—CP new commercial television station on vis. 15.2 kw, aur. 16 kw and unl. AMENDED to change ERP from vis. 15.2 kw, aur. 16 kw to vis. and aur. 8.0 kw.

TV—180-186 mc

WHP Inc., Harrisburg, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 250 w, aur. unknown, and unl. AMENDED to change ERP to vis. 1.40 kw, aur. 0.70 kw.

TV—174-180 mc

WREC Bcstg. Service, Memphis, Tenn.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 24 kw, aur. 24 kw unl.

TV—66-72 mc

WSM Inc., Nashville—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 14.4 kw, aur. 7.2 kw and unl.

TV—198-204 mc

Queen City Bcstg. Co., Seattle, Wash.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 30.04 kw, aur. 15.3 kw and unl.

TV—174-180 mc

Totem Bcstrs. Inc., Seattle, Wash.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 26.0 kw, aur. 13.8 kw and unl.

APPLICATIONS DISMISSED

Assignment of License

KSON San Diego, Calif.—Voluntary assignment of license from John Gordon Studebaker and John Ward Studebaker, d/b as Studebaker Bcstg. Co. to Studebaker Bcstg. Co. Inc. DISMISSED May 14.

AM—920 kc

Victor John Morgan tr/as Springtime City Bcstg. Co., Clearwater, Fla.—CP new standard station 920 kc 500 w D. DISMISSED May 14.

FM Ant. on AM

K Y J C Medford, Ore. — CP make changes in vertical ant. and mount FM ant. on AM tower. DISMISSED May 14.

AM—1450 kc

WATO Oak Ridge, Tenn.—CP change frequency from 1490 to 1450 kc. Contingent upon grant of application of WOND for change in frequency. DISMISSED May 6.

Modification of CP

WOND Oak Ridge, Tenn.—Mod. CP new standard station to change frequency from 1450 to 1490 kc, etc. Contingent upon grant of application of WATO for change in frequency. DISMISSED May 6.

APPLICATION RETURNED

Remote Pickup

Denison Broadcast Corp., Sherman, Tex.—CP new remote pickup station on 30.82 mc, 25 w, emission A3 and hours in accordance with Sec. 4.403.

TENDERED FOR FILING

FM—101.9 mc

Thomas Henry Golding Sr., Thomas Henry Golding Jr., Emmett Holmes McMurry Jr. and Frank Wilson Baldwin partnership d/b as Radio Service Co., Greenville, Miss.—CP new FM station on 101.9 mc, Channel 270 and ERP 3 kw.

TV—174-180 mc

Southeastern Bcstg. Co., Macon, Ga.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 3.08 kw, aur. 1.54 kw.

TV—198-204 mc

Ben Beckham Jr. d/b as Fairfield Manor Television Co., Shreveport, La.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 18.25 kw, aur. 9.1 kw.

TV—60-66 mc

Fetzer Bcstg. Co., Kalamazoo, Mich.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 15.7 kw, aur. 7.86 kw.

TV—82-88 mc

Milwaukee Bcstg. Co., Milwaukee—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 28 kw, aur. 14 kw.

AM—1430 kc

Pontiac Bcstg. Corp., Pontiac, Ill.—CP new standard station 1430 kc 500 w D.

AM—980 kc

KSGM Ste. Genevieve, Mo.—CP change frequency from 1450 to 980 kc, 250 w to 500 w-N 1 kw-D and install DA-N.

May 19 Decisions . . .

BY A BOARD

License Renewal

WEHS Chicago—Granted renewal of FM license for period ending March 1, 1951.

WGFM Schenectady, N. Y.—Same.

KDKA-FM Pittsburgh—Granted renewal of FM license for period ending March 1, 1949.

Following FM stations were granted renewal of licenses for regular period: WABF New York; WBAM New York; WBBM-FM Chicago; WBZ-FM Boston; WBZA-FM Springfield, Mass.; WCAU-FM Philadelphia; WCBS-FM New York; WDLM Chicago; WSBF South Bend, Ind.

Exp. TV Granted

Television Calif., San Francisco—Granted CP new experimental TV station; estimated cost of equipment: $40,000.

Hearing Designated

Twentieth Century-Fox of Calif., San Francisco—Designated for hearing application for TV station in consolidated proceeding with other applications for stations in San Francisco-Oakland metropolitan district scheduled May 24 in San Francisco; and further ordered that consolidated hearing in this proceeding with respect to issues No. 5 and 6 only, is further consolidated with hearing re applications of Allen B. Du Mont Labs. Inc.

Hearing Continued

State Radio Council, State of Wisconsin—Ordered continuance, without date, of hearing scheduled for May 28, at Madison, Wis., to determine whether proposed ant. for new noncommercial educational station would constitute hazard to air navigation; proposed conference of Wisconsin State Attorney General and representatives of CAA with FCC Chairman at latter's offices May 28 to try and resolve problem without hearing.

License Renewal

WROX Clarksdale, Miss.—Granted renewal of license for period ending Feb. 1, 1951.

License Extension

WJJD Chicago—Extended license for aux. station on temp. basis to Sept. 1.

Transfer of Control

WSBR Superior, Wis.—Granted voluntary transfer of control of licensee by sale of 56% of outstanding stock by Ford S. Campbell, Emily Campbell and Ford S. Campbell Jr. to KBIZ Inc. for $10,920.

Relinquishment of Control

WMBM Miami Beach, Fla.—Granted consent to relinquishment of control of Biscayne Bcstg. Co. Inc. by Kenneth S. Keyes to his wife, son, daughter-in-law and six business associates, representing 49 sh. common voting stock and 320 sh. of 6% preferred non-voting stock for total consideration of $34,450.

AVCO Rule Waived

WBMS & WBMS-FM Boston—Waived AVCO rule not to require re-publication of change in contract in re application for assignment of license.

AM—1050 kc

Beaver Valley Radio Inc., Rochester, Pa.—Granted CP new station to operate 1050 kc 250 w D; engineering cond. Estimated cost: $30,000.

AM—1010 kc

Evans Radio Corp., Stevens Point, Wis.—Granted CP new station 1010 kc 250 w D; engineering cond. Estimated cost: $11,450.

AM—990 kc

William M. Gleiss, Sparta, Wis.—Granted CP new station 990 kc 250 w D; engineering cond. Estimated cost: $18,500.

AM—1340 kc

Hopewell Bcstg. Co. Inc., Hopewell, Va.—Granted CP new station 1340 kc 250 w unl., on cond. that no construction be undertaken until WGH is in operation on its new frequency (1310 kc). Estimated cost: $12,500.

Modification of CP

KEIO Pocatello, Ida.—Granted mod. CP increase power from 500 w to 1 kw, change type trans. and make changes in DA; engineering cond.

Hearing Designated

Terrell Bcstg. Corp., Terrell, Tex.—Designated for hearing application for new station 1570 kc 250 w D, and made KHBR Hillsboro, Tex., party to proceeding.

Sayre Printing Co., Sayre, Pa—Designated for hearing application for new station 1340 kc 100 w unl., and made WBRE Wilkes-Barre party to proceeding.

The Massillon Bcstg. Co., Massillon, Ohio—Designated for hearing application for new station 1310 kc 1 kw D DA.

AM—1280 kc

R. G. LeTourneau, Longview, Tex.—Granted CP new station 1280 kc 1 kw D; engineering cond. Estimated cost: $36,100.

Modification of CP

WLOU Louisville, Ky.—Granted mod. CP to make changes in ant. and change frequency from 1570 to 1350 kc.

Hearing Designated

WSGC Elberton, Ga.—Designated for hearing petition requesting that Commission reconsider and set aside its action of Oct. 30, 1947, in granting without hearing application of Northeast Georgia Bcstg. Co.; said hearing to be held June 17 in Washington and ordered that WSGC and Northeast Georgia Bcstg. Co., Gainesville, Ga., be made parties to proceeding.

Waiver Granted

W H D L Allegany, N. Y.—Granted waiver of Sec. 3.30 (a) of rules to permit WHDL to continue to identify itself as Olean, N. Y., station.

DON McNEILL (center) was all smiles when his ABC program "Breakfast Club" was the first network daytime show to be broadcast and telecast simultaneously. Presentation originated at the Philadelphia Academy of Music May 12. John Ballantyne (l), president of Philco Corp., and James H. Carmine (r), vice president in charge of radio for Philco, partial sponsor of the program, also attended.

May 19 Applications . . .

ACCEPTED FOR FILING

License for CP

WMLS Sylacauga, Ala.—License to cover CP new standard station.

KTLN Alf Landon tr/as as Landon Bcstg. Co.—Same.

WTRY Troy, N. Y.—License to cover CP increase power, etc.

KSMI Seminole, Okla.—License to cover CP new standard station.

KBUD Athens, Tex.—Same.

KTXJ Jasper, Tex.—Same.

License Renewal

KMHK Mitchell, S. D.—License renewal AM station.

KTTR Rolla, Mo.—Same.

Modification of CP

WONS-FM Hartford, Conn.—Mod. CP new FM station for extension of completion date.

WAAF-FM Chicago—Same.

License for CP

WPAD-FM Paducah, Ky.—License to cover CP new FM station.

Modification of CP

WEED-FM Rocky Mount, N. C.—Mod. CP new FM station to change ERP from 1.0 kw to 264 w, decrease ant. height above average terrain to 157 ft.

WSPD-FM Toledo, Ohio—Mod. CP new FM station for extension of completion date.

WFMJ-FM Youngstown, Ohio—Same.

WLAN-FM Lancaster, Pa.—Same.

W J H L-F M Johnson City, Tenn.—Same.

(Continued on page 105)

A RADIO HEAD—

—LINER

Montana-born, educated

KEN NILES

MONTANA HEADLINERS

The ART MOSBY STATIONS

CBS KGVO KANA · KGFM

5 KW DAY • 1 KW NITE — MISSOULA

ANACONDA BUTTE 250 W

GREAT FALLS 5 KW IN PROGRESS

MONTANA

Maryland County Elects Radio Men for Two Posts

WASHINGTON, D. C. radio men scored in this month's municipal elections when William Herson, WRC morning m.c., and Ross Beville, WWDC chief engineer, were elected to office in Montgomery County, Md.

Mr. Herson also on the Saturday NBC program *Coffee With Congress*, was elected mayor of Glen Echo, Md., Washington suburb.

Mr. Beville was one of 15 contestants seeking the seven places on the Town Council of Takoma Park, Md., also a nearby suburb of Washington.

Mayor Herson signs his certificate of office in the presence of County Comr. Wesley Sauter.

Amsterdam Is Replacing Joan Davis Show on CBS

A NEW CBS half weekly comedy program, *The Morey Amsterdam Show*, starring Mr. Amsterdam in the role of a night club entertainer, is scheduled to debut July 10, 9-9:30 p.m., replacing *The Joan Davis Show*.

It will be offered as a co-op for 13 weeks, and thereafter for full network sale to a single sponsor, CBS said. Mr. Amsterdam is also heard six nights weekly on WHN New York, but it was thought likely that he might drop this series if CBS asks for exclusivity.

MAY ISSUE of "Coronet" magazine features article about Al Jolson and his rapid rise in radio on NBC's Kraft show.

GF on NBC TV

GENERAL FOODS will sponsor a half-hour weekly video show titled *Try and Do It* on behalf of Maxwell House Coffee over seven stations of the NBC television network starting July 4, 8:30-9 p.m. The program "exploits the studio audience's infinite capacity for punishment," according to the Maxwell House agency, Benton & Bowles, New York. It will originate at WNBT New York, and be fed to WPTZ Philadelphia, WNBW Washington, WRGB Schenectady, WBAL-TV Baltimore, WBZ-TV Boston, and WTVR Richmond.

Agencies

(*Continued from page 10*)

BLAISDELL GATES, vice president in charge fashion division; **J. F. CORRIGAN**, secretary.

KERMIT ENGELSON, formerly with Calvert Distilleries, San Francisco, joins Honig-Cooper Co., same city, as head of field merchandising activities.

BETTY BARTON, former copy chief at Bonwit Teller, New York, joins fashion division of Ellington & Co., New York.

OLGA GARSON, former executive secretary to **CORNWELL JACKSON**, vice president and manager of Hollywood office, J. Walter Thompson Co., rejoins him in that capacity, replacing **SALLY WATSON**, resigned.

LAWRENCE KRAFT, former radio director of Dunn-Fenwick & Co., Los Angeles, joins Dan B. Miner Co., same city, as account executive.

NATHANIEL BENSON, formerly with Young & Rubicam, joins copy department of Biow Co., New York.

JERE SILVERN joins Lindeke Adv., Los Angeles, as assistant production manager.

HENRY NATHAN, formerly with George H. Hartman Co., Chicago, joins Goodkind, Joice & Morgan Inc., Chicago, as account executive and merchandising counsel.

R. E. (Mike) O'DONNELL, formerly in radio sales and production in East, joins Jack Rourke Productions, Hollywood, as account executive.

JOHN J. SEEHOF, formerly with copy department of Grant Adv., Chicago, joins copy staff of Dancer-Fitzgerald-Sample in New York.

RICHARD HALDERMAN, Young & Rubicam, Hollywood, merchandising supervisor, leaves for Chicago today (May 24) to attend annual Super-Market Convention; will return May 27.

MARVIN MANN, vice president and radio director of Weiss and Geller Inc., Chicago, is the father of a girl, Jean Paula, born on May 9.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Protests Taylor Link

EDITOR, BROADCASTING:

In your April 26 issue, you were kind enough to report on two recent activities in which I have engaged, a magazine article in the *Ladies Home Journal*, and testimony before the Federal Communications Commission in the Mayflower Rule Hearings. In both connections, however, you linked my name with that of my former employer, Sen. Taylor of Idaho, and with the Wallace party with which he has associated himself.

These references create an erroneous impression, since the Senator and I parted company on the Third Party issue, and this fact was reported in the newspapers at the time. I do not know whether he or any other member of his party shares my views on radio as expressed in the *Ladies Home Journal* article, or in the testimony which I gave in support of the rule requiring radio broadcasting stations to be non-partisan, on behalf of the American Veterans Committee, a non-political organization. I do not endorse the Third Party position, and have no reason to believe that it endorses mine.

Jerome H. Spingarn
Washington, D. C.

* * *

Free Political Time

EDITOR, BROADCASTING:

I quote from the MBS conference call of May 12 (program correction for Friday, May 14): "10:30-10:45 p.m. NYT insert talk by President Harry S. Truman before the Young Democratic Club. This will be an extemporaneous speech. The White House has announced that it will be non-political in nature. . . "

The following is a direct quote again, this time from our UP radio wire [May 14]: "President Truman tonight delivered a blistering attack on Republican domestic policy. . . ."

Does this come under the heading of "professional courtesy?" This is "the" political year again and I know the stations appreciate "Class A" business; and it's from the business standpoint that I have approached this matter. . .

The management of this station *does not* know . . . of this letter and consequently cannot be held liable. The above are my own observations.

Les Eugene
Program Director
KTFS Texarkana, Tex.

* * *

VD Discussed on WTOP

EDITOR, BROADCASTING:

There is a pioneering, startling radio program on V.D. right in J. R. Heller's front yard in Washington, D. C. [OPEN MIKE, May 3].

WTOP's series, *The Undiscovered*, lets V.D. patients speak for themselves (via tape recordings) on the air. The United Press said, "Syphilis patients for the first time are taking to the air to stamp out social disease."

Mr. Heller . . . can listen to *The Undiscovered* any Saturday at 11:15 p.m. . . .

These programs are produced in cooperation with the D. C. Public Health Dept. and the U. S. Public Health Service of the Federal Security Agency . . .

Cody Pfanstiehl
Director, Press Information
WTOP Washington

* * *

Three, Not Five Stars

EDITOR, BROADCASTING:

Shades of BC headache powder . . . our snappy quarter hour of news is heard on *NBC*. Your box tags us with Five Stars . . . thanks for the compliment but three stars are all we can boast about on *Sunoco 3-Star Extra*.

Lou Brott
Sunoco 3-Star Extra
Washington, D. C.

[Editor's Note: Item referred to was story on program's railroad strike scoop in May 10 issue.]

KGW
NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WBEN-TV, Seventh For NBC, Opened

WBEN-TV Buffalo became the seventh NBC video affiliate when it began operation May 14.

Station will be a non-interconnected affiliate for first several months of operation and is scheduled to join NBC Midwest television network in October.

WBEN-TV is owned and operated by WBEN Inc., whose AM station is also an NBC affiliate. The new television station operates on Channel 4 (66-72 mc) with power of 20.1 kw visual and 12 kw aural. Antenna height is 372 ft.

INS-INP News Photo Service is being used, including latest spot news photos and feature pictures.

STOREVISION MAKING RICHMOND, VA., TESTS

STOREVISION INC., newly-formed television advertising organization, is conducting first commercial tests at Thalhimer's, Richmond, Va., department store. Through wired transmission to 21 receivers in strategic traffic locations in the store, one-hour continuous sound-on-film presentation is shown during store hours.

A number of sponsors have been signed for the intra-store advertising. Each sponsor's product is advertised and then location within the store is given. Advertising is interspersed with entertainment and news.

Daily demonstrations are followed by careful tabulation of sales of products advertised to record changes effected by television.

RCA Victor Division of RCA provided the equipment and installed the intra-store hookup.

Phenomenal Value!

17 JEWEL • 2 PUSH BUTTON CHRONOGRAPH 29.75 Plus 10% Tax

• WRIST WATCH • TELEMETER • STOP WATCH • TACHOMETER

INCABLOC SHOCK RESISTANT FEATURE
• Sweep second hand • Radium Dial • Anti-Magnetic • Unbreakable crystal • Stainless steel back (formerly $71.50)
IDEAL FOR • Physicians • Engineers • Radiomen • Sportsmen • Photographers • Aviators
ALSO AVAILABLE IN 18-K GOLD CASE $64.50 (Plus 10% tax) FORMERLY $125
MONEY BACK IN 10 DAYS if not satisfied for any reason
ADLEW JEWELERS Dept. R
117 W. 42d St., N. Y. 18
MAIL ORDERS PROMPTLY FILLED. Shipped C.O.D. or send check or money-order. Address all mail-orders to ADLEW JEWELERS (Dept. R) 152 W. 42d St., N. Y. 18

FRAMED COPIES of advertisement of KXOK St. Louis featuring proposed arch for "Gateway to the West" Memorial for the St. Louis river front is presented by Foster H. Brown Jr., KXOK promotion director (center), to prize-winning arch designer, Eero Saarinen (r) of Saarinen, Saarinen and Assoc., Bloomfield Hills, Mich. and Luther Ely Smith (l), originator of the project.

PROGRAM SURVEY

Foreign Language Drop in '48

FOREIGN language broadcasting decreased sharply between January 1945 and the same month in 1948 despite a boom in the industry on the whole, according to a report prepared by Jacques F. Ferrand, chief, Foreign Language Radio Division, Common Council for American Unity.

In Mr. Ferrand's survey, he states that in 1945 146 stations were airing 364 foreign language programs, while in 1948 a total of 126 stations broadcast 314 programs. Broadcast hours, currently, are about 1010 per week, as compared to 1206 hours in 1945.

Following are tabulations of the period:

LANGUAGES BROADCAST	Number of Program 1948
Polish	61
Italian	43
Spanish	37
Yiddish	19
Greek	18
French	16
German	14
Czech	13
Lithuanian	12
Hungarian	11
Slovak	11
Portugese	10
Finnish	9
Serbo-Croatian	9
Ukrainian	8
Swedish	5
Russian	4
Slovene	4
Roumanian	2
Chinese	2
Albanian, Arabic, Armenian, Danish, Icelandic, Norwegian	1 each

Following is an estimate of broadcast time for the languages most often used:

Language	Number of Hours per week (1948)
Italian	294½
Polish	216
Spanish	159½
Yiddish	60
Portugese	55
German	35½
French	25
Greek	21½
Czech	20
Hungarian	18

Mr. Ferrand described most foreign language programs as independent undertakings by a member of a foreign language group, operating under a "time-broker" system. The individual buys a time block and prepares and announces the program in most cases.

About 80% of the programs are commercial undertakings, he said, concentrating on a foreign language market in a given locality. Another 10% are sponsored by religious groups, and the remaining 10%, by fraternal organizations. Big national advertisers contribute only slightly to the revenue, causing most broadcasters to rely on local sponsors. This results in an "overdose of spots," Mr. Ferrand said, making "intelligent programming difficult."

Foreign language radio audiences are estimated at 15 to 20 million.

FAB Meets in June

FLORIDA Assn. of Broadcasters will hold its annual meeting June 23-24 at the Sheraton-Plaza Hotel, Daytona Beach. Secretary-Treasurer W. G. McBride of WDBO Orlando announced the meeting last week.

STORECAST OFFERING 'NEW TYPE' NETWORK

STORECAST CORP. of America has set up a "new kind of radio network with a guaranteed audience in supermarkets in Chicago, Philadelphia and the major cities of Connecticut" including FM stations.

The point-of-sale music and announcement service is headed by Stanley Joseloff, formerly with Young & Rubicam and onetime head of radio for the Biow Co.

WEHS-FM Chicago has been signed for the storecast network and contracts are now in the works for FM outlets in Philadelphia and Hartford with New York due to follow shortly, Mr. Joseloff said.

Storecast furnishes supermarkets in Chicago, Philadelphia and Connecticut with fixed-frequency receivers with complete merchandising service to food advertisers, guaranteeing point-of sales audiences, in addition to listeners at home, the announcement said.

Current storecast advertisers in the Connecticut and Philadelphia operations include General Foods, Coca-Cola, Libby, Swift, Heinz, and some 44 others.

Davidson Taylor Accepts UN Radio Advisory Post

DAVIDSON TAYLOR, CBS vice president and director of public affairs, has accepted an invitation to act as chief radio consultant to the United Nations' Advisory Committee of Information Experts, the network announced last week.

Mr. Taylor

Mr. Taylor will serve at the committee's second meeting, to be held May 25-June 3 at Lake Success, N. Y. The committee's function is "to reflect to the secretary-general (of the UN) the needs and desires of the general public in the matter of public information about the aims and activities of the United Nations."

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Patmar Music

A FEW MORE KISSES

(A Few Less Heartaches)

On Transcriptions: Standard—Curt Massey and Buzz Adlam Orchestra.

On Records: Dennis Day—Victor 20-2737.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

XUM

Code Adopted

(Continued from page 22)

erage of United Nations activities, including discussion programs, as a means of acquainting the public with constructive work being done by UN organs and agencies.

Proposal of the Engineering Executive Committee to set up awards to engineers was voted down by the board.

The plan to put two directors for non-affiliates on the board was presented by Ted Cott, WNEW New York, and Ben Strouse, WWDC Washington. After discussion, President Miller offered the counter proposal to name a standing committee. This was agreed to by Messrs. Cott and Strouse and accepted by the board. The non-affiliates had originally suggested the standing committee during code discussions last autumn when they contended independents had been denied proper consideration in early stages of the code-writing process.

Board Members Attending

Board members in attendance were Mr. Fellows; Mr. Hanna; Campbell Arnoux, WTAR Norfolk, Va.; Henry P. Johnston, WSGN Birmingham; Henry W. Slavick, WMC Memphis; Gilmore N. Nunn, WLAP Lexington, Ky.; Mr. Bannister; Charles C. Caley, WMBD Peoria, Ill.; William B. Quarton, WMT Cedar Rapids, Iowa; John F. Meagher, KYSM Mankato, Minn.; Robert Enoch, KTOK Oklahoma City; Clyde W. Rembert, KRLD Dallas; Hugh B. Terry, KLZ Denver; William B. Smullin, KIEM Eureka, Calif.; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash.; Howard Lane, WJJD Chicago; Paul W. Morency, WTIC Hartford; T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Mr. Breen; Everett L. Dillard, WASH (FM) Washington.

Absent were Messrs. Coleman and Egolf.

Attending their first board meetings as new members were Messrs. Slavick, Bannister, Quarton, Enoch, Smith, Breen and Dillard.

Board members who retired from service at the May 15 pre-convention meeting were Wiley P. Harris, WJDX Jackson, Miss.; C. Bruce McConnell, WISH Indianapolis; John J. Gillin Jr., WOW Omaha; William B. Way, KVOO Tulsa; William B. Ryan, KFI Los Angeles; John Shepard 3d, WGTR (FM) Boston.

The old board approved a petition of a number of New Mexico stations to be transferred from the 16th District (So. Calif., Ariz., N. M.) to District 14 (mountain states).

SANTA MONICA beach-goers are being kept informed of beach conditions this summer with five-daily (including Sunday) reports of beach weather in the area of KOWL Santa Monica.

BORDEN CO. salesmen's meeting in New York this month was held in restaurant operated by baseball's clown, Al Schacht, now a television performer sponsored by Borden's for Instant Coffee over WNBT New York preceding each broadcast of Giants game from Polo Grounds. Executives in attendance included Walter T. Fitzpatrick (l), vice president in charge of sales for Borden, and Edwin Cox, senior vice president, Kenyon & Eckhardt agency.

WTOP—KQW

(Continued from page 27)

is vice president in charge of the office.

The network acquired WTOP—then WJSV—from James S. Vance, Washington publisher, on Jan. 1, 1934 after operating it under lease since October 1932. The sale price was approximately $100,000.

With announcement of the *Post's* purchase of control, CBS president Frank Stanton said the newspaper's entry "into large-scale radio operations in the nation's capital constitutes an outstanding contribution to the sound expansion of radio broadcasting. The management of the *Post* is universally recognized for its outstanding position of leadership in the newspaper field and with its prior experience in radio will bring exceptional talents in the all-important developmental years immediately ahead."

Philip L. Graham, *Post* president and publisher, said "we are pleased to become associated with CBS in providing an expanded broadcast service in Washington. With Columbia's long and enviable record in radio and its extensive experience in television, we look forward to the rapid development of an outstanding public service in these fields."

The CBS-*Post* deal was made firm, Mr. Graham told BROADCASTING, by a telephone handshake with Mr. Stanton. Attorneys and representatives of both parties have been in almost continuous session all week preparing the necessary papers and applications. It was hoped to file at the Commission last Friday but delays over details will require filing sometime this week instead. It is expected that the television application will be filed simultaneously.

Counsel for the *Washington Post* is Philip G. Loucks of Loucks & Scharfeld, and Fontaine C. Bradley of Covington, Burling, Rublee, Acheson & Shorb, both Washington. CBS counsel is Julius Brauner and Kenneth Yourd, of the network's New York office, and James Neu, CBS Washington. Engineering on the television request is being handled by Jansky & Bailey, Washington.

Asked if the *Post* had outlined any plans for staffing and housing the expanded WTOP operation, Mr. Graham replied no consideration had been taken on such problems as the principal objective has been to prepare the way for a television operation. He said that the *Post* still has facsimile equipment on order but no plans have been worked out for integration of that service in the expanded radio venture.

Mr. Graham stated several inquires have been received already regarding purchase of WINX but nothing definite has been outlined on the ultimate disposition of this operation.

FCC Actions

(Continued from page 102)

Applications Cont.:

Modification of CP

WHHM-FM Memphis, Tenn.—Mod. CP new FM station, to change ERP from 49 kw to 18 kw, ant. height above average terrain from 560 ft. to 440 ft.

KWFT-FM Wichita Falls, Tex.—Mod. CP new FM station for extension of completion date.

WROV-FM Roanoke, Va.—Same.

WTAQ-FM Green Bay, Wis.—Same.

WSAU-FM Wausau, Wis.—Same.

License Renewal

WFOB Fostoria, Ohio—License renewal FM station.

TV—82-88 mc

Central Valleys Bcstg. Co., Sacramento, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 25.9 kw, aur. 12.9 kw unl.

TV—54-60 mc

Don Lee Bcstg. System, San Francisco—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 17 kw, aur 8.5 kw. AMENDED to increase ERP to vis. 32.5 kw, aur. 16.25.

TV—76-82 mc

Tampa Times Co., Tampa, Fla.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 26.8 kw, aur. 13.4 kw unl.

TV—82-88 mc

Lowell Sun Pub. Co., Lowell, Mass.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 16.18 kw, aur. 8.36 kw unl.

TV—186-192 mc

Furniture City Bcstg. Corp., Grand Rapids, Mich.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 21.6 kw, aur. 15.4 kw unl.

TV—210-216 mc

Commonwealth Bcstg. Corp., Norfolk, Va.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 19.4 kw, aur 19.4 kw unl.

TENDERED FOR FILING

TV—54-60 mc

Gulf Theatres Inc., Tampa, Fla.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 15 kw, aur. 7.5 kw.

May 20 Decisions . . .

BY THE COMMISSION

Petition Granted

KOY Phoenix, Ariz.—Adopted order granting petition requesting reconsideration of FCC action of Aug. 1, 1947, designating for hearing KOY application for CP; and granted application to enlarge facilities of KOY, operating 1 kw unl. on 550 kc, so as to increase D power to 5 kw. Grant is subject to cond. that KOY accept such interference, if any, as may be received in event application of KYUM Yuma for 1 kw unl. on 560 kc, DA-N, be granted.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,665 licensed, 355 construction permits, 284 applications in pending file, 306 applications in hearing; FM—123 licensed, 118 conditional grants, 793 CPs (of which 400 are on air under special temporary authority) 48 applications pending, 41 applications in hearing; television—seven licensed, 90 CPs (of which 26 are on air), 264 applications pending of which 103 are in hearing.

Hearings Before FCC . . .

MAY 24

AM—Hearings

WPAT Paterson, N. J.—CP, 930 kc, 5 kw unl. DA-DN.

WFMD Frederick, Md.—CP, 930 kc, 1 kw unl. DA-N.

AM—Hearing

Crescent Bcstg. Corp., Shenandoah, Pa.—CP 980 kc 5 kw unl. DA-DN.

Petitions to intervene pending from WRC Washington, WTAG Worcester, Mass.

TV—Hearings

Don Lee Bcstg. System, San Francisco—For television facilities.

Television Productions Inc., San Francisco—Same.

S. H. Patterson, San Francisco—Same.

KROW Inc., Oakland, Calif.—Same

Leland Holzer, San Francisco—Same.

Columbia Bcstg. System Inc., San Francisco—Same.

Television California, San Francisco—Same.

To be held in Room 59, Federal Office Bldg., Leavenworth & Market Sts., San Francisco.

TV—Hearing

The Travelers Bcstg. Service Corp., Hartford, Conn.—For television facilities.

The Connecticut Bcstg. Co., Hartford, Conn.—Same.

The Hartford Times Inc., Hartford, Conn.—Same.

Petition to intervene pending by Yankee Network Inc.

To be held at Hartford.

May 25

WWBZ Vineland, N. J.—CP 1360 kc, 1 kw DA-N unl.

May 26

Western Washington Bcstg. Co., Puyallup, Wash.—CP 630 kc, 250 w D.

AM—Further Hearing

WIL St. Louis—CP 1430 kc 5 kw DA-2 unl.

Parties respondent: KLO Ogden, Utah, WLAK Lakeland, Fla.

AM—Hearing

Frequency Bcstg. System Inc., Shreveport, La.—CP 1050 kc 250 w D.

TV—Hearing

Hawley Bcstg. Co., Reading, Pa.—For television facilities.

Easton Radio Corp., Reading, Pa.—Same.

To be held at Reading.

May 27

AM—Hearing

KGDM Stockton, Calif.—CP 1140 kc, 10 kw D-N unl. DA-DN.

Sacramento Bcstrs. Inc., Chico, Calif.—CP 1150 kc, 1kw unl.

AM—Further Hearing

Journal-Review, Crawfordsville, Ind.—CP 1340 kc 250 w unl.

Parties respondent: WJOL Joliet, Ill. WSOY Decatur, Ill. WLBC Muncie, Ind. WTRC Elkhart, Ind.

AM—Hearing

KNOE Monroe, La.—Mod. CP, 1390 kc, 5 kw DA-N unl.

Model City Bcstg. Co. Inc., Anniston, Ala.—CP 1390 kc, 1 kw DA-N unl.

KWTO Springfield, Mo.—CP 560 kc, 5 kw unl. DA-N.

Parties respondent: WIND Chicago, Ill. KFDM Beaumont, Tex. KLZ Denver, Col.

MAY 28

Charles Wilbur Lamar Jr., Morgan City, La.—CP 1450 kc 100 w unl.

Party respondent: WNOE New Orleans.

At Deadline ...

PARAMOUNT TV TRANSCRIPTION RATE

PARAMOUNT Pictures will sell new 66-second film TV transcription service at $540 per half-hour. Off-the-air recordings will be available in New York, Chicago and Los Angeles.

TV ON PUBLIC RELATIONS AGENDA

SEMINAR on television included in program of First International Public Relations Institute of the American Public Relations Assn., Washington, starting today through Thursday. Planned in conjunction with American U., Institute coincides with APRA's third annual convention and will include methods-and-media exhibit. Session on television Tuesday, 3-6 p.m.

Panel members include:

Chairman—Albert F. Murray, consulting engineer, Washington; Burke Crotty, ABC New York director of television special events; Charles Batson, NAB director of information; Robert J. Smith, partner, Richard W. Hubbell & Assoc., Washington; George H. Sandefer, business manager, WNBW (TV) Washington; Lawrence Phillips, director, DuMont Television Network, New York, Robert S. Maurer, television director, Henry Kaufman & Assoc.

Tobey Charges

(Continued from page 4)

FCC asst. chief engineer in '36 and '37, "looked to RCA almost solely for guidance." This, he said, was "common knowledge." This did not reflect on Mr. Ring, but on RCA for "taking advantage" of it, he added.

The witness reviewed FCC's "errors" in FM development and asserted FM would be "farther along" if FCC had directed capital to it after the war.

Sen. Tobey cited June 26, 1947 memo to him from FCC answering questions on shift of FM frequencies. "It admits in so many words," he charged, that FCC is allocating on "unsound basis." They're trading one type interference for another, he added.

Mr. deMars agreed interference in current FM band "just as serious" as old one.

Prof. Armstrong gave "short answer" to earlier detailed claim of Dr. C. B. Jolliffe, RCA executive vice president in charge of RCA Labs, that RCA was FM pioneer. When hostilities terminated set manufactures, he said, there were about 500,000 FM sets out and 50 stations on air. "Not one" of sets was manufactured by RCA, he said, and of 50 stations, NBC had a 1-kw and RCA manufactured not more than two of remainder.

In addition, he asserted, RCA furnished "none" of FM equipment to armed forces.

An RCA spokesman told BROADCASTING later his company had recommended to FCC in October 1936, that high frequency FM broadcosting be authorized on "a commercial basis." He stated testimony of Dr. Jolliffe in 1936 hearing said signals above 30,000 kc were "steady, substantially free of interference and capable of giving high fidelity service."

Sen. Tobey concluded "damage had been done," but said value of hearings was to serve as "a warning" to others "to keep hands off quasi-judicial bodies" in performance of duties.

AAAA UNIT TO MEET IN L. A.

BERNARD C. DUFFY, BBDO president, main speaker at spring convention of Southern California chapter, American Assn. of Advertising Agencies, tomorrow (May 25) at Los Angeles' Ambassador Hotel. Radio's viewpoint at afternoon session on "Media Looks at an Advertising Agency" to be given by Sydney Gaynor, sales manager, Mutual-Don Lee, for the networks,, and Calvin J. Smith, KFAC Hollywood general manager, for local stations. Moderator Frederic R. Gamble, AAAA president.

HOOPERATING FOR KEYSTONE

HOOPER audience measurements now possible for Keystone Broadcasting System stations, Michael M. Sillerman, Keystone president said in Los Angeles. Test studies in two markets (not named) by Hooper firm indicated results of mail poll of listenership correlate favorably with telephone coincidental method. Mr. Sillerman said, adding he could not predict when it would be possible to apply technique to entire Keystone network.

NBC, BROOKS HONORED

SYRACUSE U. Radio Workshop on Friday cited NBC and William F. Brooks, network vice president in charge of news, special events and international relations, for "outstanding contributions to the field of radio journalism." Citation made during First Annual Radio Weekend celebration of the Workshop, attended by students and Eastern station executives.

FCC FRIDAY adopted memorandum opinion and order to modify October 1947 new station grant to KBUC Corono, Calif., of 500 w on 1370 kc, directional fulltime, to make it subject to whatever interference it may receive from Whittier Broadcasting Assoc. proposed station at Whittier, Calif., 250 w daytime on 1360 kc.

WJZ-TV New York Friday filed request to increase effective radiated power on Channel 7 (174-180 mc) from 16.25 kw visual and 8.25 kw aural to 29.5 kw visual, 14.8 kw aural. Studio designated as 7 W. 66th St., transmitter moved from GE Bldg. to Hotel Pierre.

FREDERIC W. ZIV Co., New York, added three account executives, Henry Luhrman, Wayne Ruthcinson and Stanley Young.

STANDARD OIL (of Ind.), initiating summer campaign this week, will include announcements on 123 weekly broadcasts covering 21 stations in 15 Midwest states, Wesley I. Nunn, advertising manager, announced today (May 24). Campaign, to include other media, will stress voluntary gasoline conservation.

SERVICE on 154-mile coaxial cable, to carry network radio programs between Albany and New York started Friday by AT&T Long Lines Department. Line capable of handling two video programs simultaneously.

STERLING OUTLINES FCC COURSE at L. A.

FUTURE COURSE of FCC in technical field outlined by Comr. George E. Sterling and staff at FCC-Industry panel in Los Angeles Friday afternoon during NAB Engineering Conference.

Planned by FCC are these steps: Early action on daytime skywave interference, now tied into clear channel problem; probe of wire line service tariffs and interconnecting policies of carriers, including AM, FM, and TV rates; careful watch to be kept on Mexico use of 540 kc in violation of treaty, now being handled on diplomatic level after strong FCC protests; close scanning of sloppy FM operation and stalling tactics; possible use of 890-940 mc band for studio-transmitter links; announcement expected soon clearing up tower-site problem.

CARLSON PETITIONS WJBW DENIAL

PETITION for reconsideration and rehearing of FCC denial of license renewal to Charles C. Carlson for WJBW New Orleans was filed with the Commission. Petition also filed for 90-day extension of license from May 31, expiration date set by FCC for WJBW. New Orleans station, 250 w on 1230 kc, denied renewal by Commission in late April upon grounds that FCC's rules and standards had been violated repeatedly over a period of several years [BROADCASTING, May 3]. In denying renewal to Mr. Carlson, Commission awarded facilities to Louise C. Carlson, divorced wife, who filed competitive application.

AFRA ELECTIONS IN JUNE

ELECTIONS to determine whether or not union shop will prevail will be conducted by National Labor Relations Board early in June for AFRA freelance artists in four major cities, New York, Los Angeles, San Francisco, Chicago, in accordance with Taft Hartley Bill. Taking part will be all freelancers who worked anytime during March 1948.

Closed Circuit

(Continued from page 4)

television and its competition with boxoffice is underlying motive. But, so far as is known, no tangible deals were consummated.

FACSIMILE standards are scheduled to be released by FCC in short order. Indications are that both simplex and multiplex methods of transmission will be allowed for limited periods. Arguments of industry regarding form of commercial standards were heard in mid-March [BROADCASTING, March 22].

CHICAGO Federated Advertising Club set to honor William C. Eddy, WBKB Chicago director, with special "Man of the Year" citation for meritorious service and accomplishments in Chicago Television Field. CFAC passes out annual awards Thursday at presentation dinner in Chicago's Morrison Hotel.

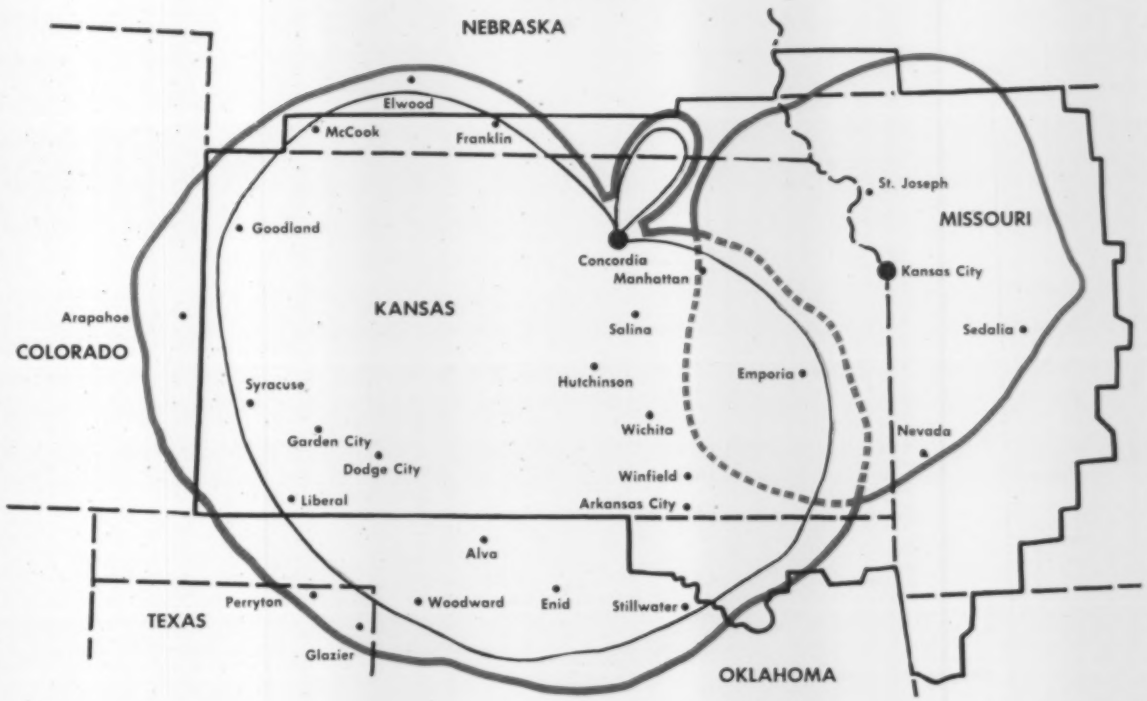
NATIONWIDE network of land and mobile stations for disaster and emergency relief work to be launched soon by American Red Cross. Working closely with American Radio Relay League and FCC, ARC proposes to set up amateur radio clubs to operate "ham" equipment convertible to emergency use. Club units would include auxiliary power supplies, special antennas. Although limited funds available, ARC would supply some equipment.

XUM

WE APOLOGIZE

(Publicly For The First Time!)

WE SOLD THE KMBC-KFRM TEAM SHORT by 35%



THE KMBC-KFRM TEAM SERVES 3,659,828 PEOPLE

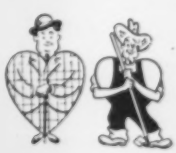
Our recent third consecutive award for outstanding promotion from The City College of New York and the 1947 Billboard award prove that it is not our policy to "hide our light under a bushel." Nevertheless, our KFRM promotion has been all too modest. According to field measurements just completed, our engineers underestimated KFRM coverage by one-third of its actual area. Yes, that's right. KFRM's proved 0.5 mv/m contour shows a 35% greater coverage area than we have advertised.

And that area boosts the potential audience of The KMBC-KFRM Team to a total of 3,659,828 people! (Even this new figure is ultra conservative because it is conceded that in rural areas a signal of 0.25 mv/m provides good reception.) A study of the map shows how KMBC and KFRM, its daytime associate on the 550 dial position and with an effective radiated power of 12,500 watts, completely cover the enormous Kansas City trade area. That coverage marks The KMBC-KFRM Team as the only ecomomical buy for advertisers who want to reach their huge, rich market in the Heart of America.

Arthur B. Church
President

Free & Peters, Inc.
National Representatives

KFRM



THE KANSAS FARM STATION IN THE HEART OF THE NATION

Programmed by KMBC from Kansas City